

Press Release

ALZA earpieces hit the right notes with KRAIBURG TPE

Kuala Lumpur, August 2020

Page 1 of 5

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AZLA earpieces hit the right notes with KRAIBURG TPE

South Korea-based audio devices company AZLA has produced its earpieces from thermoplastic elastomer (TPE) compounds and co-branded it with KRAIBURG TPE, a recognized global leader in superior TPE compounds. The material provides excellent processability and ensures high wearing comfort.

At the heart of the audio devices sound quality and listening experience is the earpiece, a vital component in earphones. When South Korean manufacturer of earphones and audio devices, AZLA, was seeking a material for its latest SednaEarfit XELASTEC earpiece, it selected a high-quality thermoplastic elastomer from KRAIBURG TPE to achieve the ultimate fit for the earpiece, while maintaining the sound quality. XELASTEC is AZLA's first earpiece that is fully made of thermoplastic elastomers.

AZLA CEO Mr. Ashulley Lee said, "Based on our research we discovered that the average usage time for truly wireless stereos (TWS) and earphones is getting longer. In 2019, we decided to develop the XELASTEC earpiece that can be worn for a long period of time with no stress to the ear."

Mr. Ashulley Lee added, "We sourced for many materials and after thorough research decided that KRAIBURG TPE's compounds provided good material properties and comply with international safety standards. We worked closely with KRAIBURG TPE in developing the XELASTEC earpiece."

AZLA designed the XELASTEC earpiece by analyzing samples of ear canals and utilized this information to develop a perfect earpiece fit for earphones, thus improving the sound insulation.

KRAIBURG TPE's soft and pliable TPE material is used to maximize the performance of the audio device by reducing housing vibrations as well as

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Press Release

ALZA earpieces hit the right notes with KRAIBURG TPE

Kuala Lumpur, August 2020

Page 2 of 5

providing a superb and comfortable fit for the ear. The TPEs are characterized by high durability, high elasticity and rebound resilience, non-toxic properties, good fatigue resistance and excellent temperature tolerance.

Throughout the development of the XELASTEC earpiece about 182,000 earpieces and 12 trial molds were studied. Mr. Ashulley Lee emphasizes, "We invested in a considerable amount of time and effort in the development of the XELASTEC earpiece to meet the exacting standards and requirements."

In compliance with standards

SednaEarfit XELASTEC uses TPE that complies with US FDA regulations (raw material conformity)-Code of Federal Regulations (CFR), Title 21 and standard EN71/3 as well as EU Regulation No. 10/2011, allowing for safety of use.

Since the earpieces are in direct contact with the delicate ear canal for a prolonged period of time, KRAIBURG TPE's materials were selected not only for their specific acoustic properties but also suitability for skin contact.

In addition, with its high transparency, resilience to weathering and chemicals as well as hypoallergenic properties and low compression set makes KRAIBURG TPE's material is the perfect choice for the SednaEarfit XELASTEC.

Soft-touch feel for comfort

KRAIBURG TPE's compounds feature a soft-touch feel that provides comfort to the wearer. The TPE material also provides flexibility and elasticity to allow for an exacting fit to the ear, with improved sound insulation.

SednaEarfit XELASTEC is able to retain its original shape at room temperature, but gently changes its shape when it is placed on the ear by exaggerating an active reaction of molecules with an individual's body temperature, thus perfectly fitting the contour of the ear.

Press Release

ALZA earpieces hit the right notes with KRAIBURG TPE

Kuala Lumpur, August 2020

Page 3 of 5

Also the TPE compound has improved the fit of the earpiece by holding the earphone nozzle tightly with minimized resonance.

The easy assembly of SednaEarfit XELASTEC earpiece with the earphone makes it convenient for the user. With all these features, the XELASTEC earpiece, together with earphone, provide for a comfortable listening experience.



(Photo: © 2020 KRAIBURG TPE)

For high-resolution photography, please contact Bridget Ngang (bridget.ngang@kraiburg-tpe.com , +6 03 9545 6301).

Press Release

ALZA earpieces hit the right notes with KRAIBURG TPE

Kuala Lumpur, August 2020

Page 4 of 5

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About KRAIBURG TPE

KRAIBURG TPE (www.kraiburg-tpe.com) is a global manufacturer of thermoplastic elastomers. From its beginning in 2001 as a subsidiary of the historical KRAIBURG Group founded in 1947, KRAIBURG TPE has pioneered in TPE compounds, today being the competence leader in this industry. With production sites in Germany, the U.S., and Malaysia, the company offers a broad range of compounds for applications in the automotive, industrial, consumer, and strictly regulated medical sectors. The established THERMOLAST®, COPEC®, HIPEX®, and For Tec E® product lines are processed by injection molding or extrusion and provide numerous processing and product design advantages to manufacturers. KRAIBURG TPE features innovative capabilities as well as true global customer orientation, customized product solutions and reliable service. The company is certified to ISO 50001 at its headquarters in Germany and holds ISO 9001 and ISO 14001 certifications at all global sites. In 2019, KRAIBURG TPE, with 645 employees worldwide, generated sales of 190 million euro.

About AZLA

AZLA (www.azla.co.kr) has been manufacturing Hi-res earphones, accessories for earphone and audio devices since 2017. Its target is the overseas premium market and it has developed its own brand of accessories for audio devices with high-quality of sound. Even though AZLA considers itself as a latecomer in the market, it has launched products in Japan, which is considered as one of the most difficult markets. With its own patented “Infinite Sound technology”, the company has a good reputation with audio specialists

Press Release

ALZA earpieces hit the right notes with KRAIBURG TPE

Kuala Lumpur, August 2020

Page 5 of 5

worldwide.

For earpieces, AZLA developed the SednaEarfitLight series that is made of high quality silicone for medical purposes and produced in South Korea. XELASTEC is the latest line of products in the SednaEarfitLight series, utilizing TPE from KRAIBURG TPE. In the earphone market, AZLA has developed and produced the AZEL, ZWEI and OTRA brands that are available globally.