

Press Release

KRAIBURG TPE drives innovation for Asia Pacific automotive interiors and industrial tools market

Kuala Lumpur, April 2021

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KRAIBURG TPE, a global TPE manufacturer brings its latest THERMOLAST® K AD1/AP series with improved design advantages and solutions to the Asia Pacific automotive interior and industrial parts market.

New TPE on the block: AD1/AP series

The AD1/AP series compounds is a fresh addition to KRAIBURG TPE's THERMOLAST® K compound series family. They are primarily suited for sophisticated hard-soft composite components with high requirements in relation to surface quality.

With hardness range between 60 to 80 Shore A, the AD1/AP series produces even surfaces with two component injection molding. Furthermore, it offers good adhesion with PC, ABS and SAN and comply with the low odor and emission requirements for automotive interiors. It also has good processability and improved surface aspect.

KRAIBURG TPE's compounds can be easily processed through the multi-component injection molding process to achieve the best adhesion property. Meanwhile, insert molding allows for more leeway to greater innovation possibilities in the designs of components.

Available in black color, the AD1/AP series is an ideal material solution for automotive interiors and industrial parts applications such as handles for tools and power tools.

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Winning design, a plus factor

To meet sophisticated automotive aesthetics appeal, the THERMOLAST® K series also features enhanced UV resistance, and scratch and abrasion resistance suitable for an interior application in car mats, cup holders, door sills, and more.

Project Manager of KRAIBURG TPE, Marcus Cheah, says, “Our TPE compounds, with the two-component molding capabilities, allow for more innovation and possibilities for plastic parts designs. They improve soft-touch elements and reduce the annoying, rattling and creaking noise when used as damping elements. Our low-odor and low emission TPE solutions meet the high requirements for OEM automotive interior applications.”

Discover the innovation in CHINAPLAS 2021

KRAIBURG TPE's AD1/AP series is specifically targeted at the Asia Pacific automotive interior and industrial parts markets.

This new series AD1/AP will also be highlighted by KRAIBURG TPE at the upcoming CHINAPLAS 2021 show, to be held from 13-16 April 2021, at Shenzhen World Exhibition and Conventional Center, China, at Hall 17, Booth A31.

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About KRAIBURG TPE

KRAIBURG TPE (www.kraiburg-tpe.com) is a globally operating 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 advantages in processing and product design for 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 2020, KRAIBURG TPE, with over 650 employees worldwide, generated sales of €184 million.