

Press Release

KRAIBURG TPE inspires innovation in home décor applications

Kuala Lumpur, May 2021

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KRAIBURG TPE inspires innovation in home décor applications

Today's modern homeowners are constantly seeking ways to express their individuality. The last few years have seen a proliferation of home decor items made with thermoplastic elastomers (TPE) and this trend is expected to continue as TPE innovation offers more distinct advantages with its soft-touch, smooth surface and easy processing features.

KRAIBURG TPE, a global manufacturer of thermoplastic elastomer compounds offers custom-engineered TPE solutions for the home decorative market.

Aesthetic design trends are constantly evolving and the ability to be aware of these trends and apply them appropriately can be critical to a product's market success. In a sea of competition, the visual and tactile appearance of a physical product is often the initial and most important impression a customer has of any given brand and product.

Home décor items are usually produced by using soft, smooth and easy-to-shape materials, and this is where TPEs fulfil the requirements with its soft-touch, smooth surface and the design flexibility into various shapes.

TPE advantages

There are many obvious advantages of using TPEs for home decorative items. First and foremost, design flexibility which is processible through multi-component injection moulding and extrusion in various shapes. In terms of aesthetics, TPEs offer a plethora of colouring options, including colour effects for more design flexibility.

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TPEs are available in a wide hardness range – from VLRH (very low rubber hardness) to Shore D, allows designers to flexibly apply on various decoration elements to enhance the appearance of the end products. TPEs are also high elasticity with excellent compression set, which is ideal for sealings and meeting standards for watertightness and dustproofs.

Diverse home decorative applications

KRAIBURG TPE's specially designed home decorative TPE compounds possess excellent adhesion to plastics such as PA, PP, ASA, PC, PC/ABS, PMMA, PE, PBT and SAN. As such, they are suitable to be applied on home décor items such as photo frames, lamp shades and as decorative elements on lamps, wall decorations such as mirror frames, wall trimmings and many other decorative applications.

For enhanced durability, our TPE compounds offer high quality surface finishing with good scratch and abrasion resistance. This makes them ideal for applications on decorative sculptures and figurines. Thanks to these superior characteristics, they can be applied on anti-slip elements for decorative items, figurines and damping elements on side tables and cabinets.

KRAIBURG TPE also provides worldwide consistent colour quality with various precoloration options available to its customers everywhere.

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For high-resolution photography, please contact Bridget Ngang
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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.