

Press Release

Sustainable TPEs for a growing household goods market

Kuala Lumpur, March 2023

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KRAIBURG TPE Technology
(M) Sdn Bhd
Lot 1839 Jalan KPB 6
Kawasan Perindustrian Balakong
43300 Seri Kembangan, Selangor,
Malaysia

Phone +60 3 9545 6393

Info-asia@kraiburg-tpe.com
www.kraiburg-tpe.com

Sustainable TPEs for a growing household goods market

For the Asia Pacific market, KRAIBURG TPE, a global TPE manufacturer of a wide range of thermoplastic elastomer products and custom solutions for a variety of industries, offers its THERMOLAST® R sustainable TPE series in keeping with the current trend of moving toward sustainability.

The market for household products is expanding and includes a variety of items used in the home, including furniture, cleaning supplies, laundry equipment, bathroom accessories, and kitchenware.

The market's rising demand for efficiency and convenience as well as consumer awareness of hygienic practices and sustainability has driven the demand for household goods with improved functionalities and properties.

Likewise, consumer interest is growing in the emerging innovations and development of household goods that are more environmental-friendly and energy-efficient. As a result, household goods are increasingly made from high-performance materials such as thermoplastic elastomers (TPEs) that are non-toxic, recyclable, and have excellent chemical, physical, and mechanical properties.

KRAIBURG TPE, a global TPE manufacturer of a wide range of thermoplastic elastomer products and custom solutions for a variety of industries, offers sustainable, high-quality, and custom-engineered compounds for household goods applications.

Its most recent offering is the THERMOLAST® R RC/FC/PCR/AP series of sustainable TPEs, which can meet manufacturers' needs for materials that are a sustainable alternative to conventional materials in order to reduce their environmental footprint.

Sustainable TPEs for the Asia-Pacific market

Media Contact

Marlen Sittner
Head of Digital Marketing
Team Corporate Communications
Phone: +49 8638 9810-272
marlen.sittner@kraiburg-tpe.com

Asia Pacific
Bridget Ngang
Marketing Manager Asia Pacific
Phone: +603 9545 6301
bridget.ngang@kraiburg-tpe.com

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Asia Pacific's rapidly growing consumer goods market is becoming more environmentally and health-conscious. Given that more consumers are emphasizing product sustainability when making purchases, interest in sustainability has risen significantly in the region's household goods market.

The newest sustainable TPE product from KRAIBURG TPE, THERMOLAST® R RC/FC/PCR/AP series, is designed for the Asia Pacific consumer market. The post-consumer recycled content ranges from 9% to 35% in the series (hardness-dependent).

Additionally, the series complies with food contact regulatory standards, (FDA) CFR21 conform as well as REACH SVHC and RoHS compliances, making it an excellent alternative material for EPDM and PVC-P.

Versatile TPEs with design advantage

KRAIBURG TPE's THERMOLAST® R RC/FC/PCR/AP series provides a non-sticky, haptic, and low-odor surface, making it ideal for application in handle, grip and surface of the household goods, toilet cleaning brush, detergent bottle, massage brush, spray pump, dispenser cup and more.

Through the use of multi-component injection molding, the series has good adhesion with PP, enabling flexibility in product designs. The series also has excellent mechanical properties and temperature stability up to 80 °C.

The THERMOLAST® R RC/FC/PCR/AP series offers countless color options as well. These TPEs, which come in translucent and natural variations, allow in-house pre-coloring, enabling product designers to use more colors to create stylish household items.

Sustainability successes of our TPE

Besides the materials for applications in household goods, KRAIBURG TPE's recent sustainability innovations include a specially developed

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material solution for consumer, and industry applications comprising post-consumer recycled (PCR) and post-industrial recycled (PIR) content.

Are you looking for a sustainable TPE solution? [Talk to us!](#)

Our experts are happy to answer any questions you have, as well as to offer the right solution for your application.



(Photo: © 2023 KRAIBURG TPE)

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

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KRAIBURG TPE (www.kraiburg-tpe.com) is a global manufacturer of custom thermoplastic elastomers. KRAIBURG TPE was founded in 2001 as an independent business unit of the KRAIBURG Group and is now the industry's competence leader in the field of TPE compounds. The company's goal is to provide safe, reliable and sustainable products for customer applications. With more than 680 employees worldwide and production sites in Germany, the USA and Malaysia, the company offers a large product portfolio for applications in the automotive, industrial and consumer goods industries, as well as for the strictly regulated medical sector. The established THERMOLAST®, COPEC®, HIPEX® and For Tec E® product lines are processed by injection molding or extrusion and offer manufacturers numerous advantages not only in processing but also in product design. KRAIBURG TPE is characterized by its innovative strength, global customer orientation, customized product solutions and reliable service. The company is ISO 50001 certified at its headquarters in Germany and holds ISO 9001 and ISO 14001 certifications at all its sites worldwide.