

Press Release

KRAIBURG TPE Adds Versatility and Style to Smartwatch Strap with Sustainable TPE

Kuala Lumpur, November 2023

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The smartwatch strap's aesthetics and functionality have changed thanks to the thermoplastic elastomers' cost effective and stylish properties. TPE watch straps are favored by people who value a secure and enjoyable wearing experience. Notably, these materials resist moisture and perspiration, making them ideal for active people travelling through humid environments or engaging in physical activities. Today's smartwatch makers prefer TPE watch straps because of their unique combination of cost, comfort, and durability.

KRAIBURG TPE is proud to introduce its **THERMOLAST® R RC/AD1/AP** <https://www.kraiburg-tpe.com/en/consumer-electronics-sustainable-innovation> series that is set to transform the wearable technology with exceptional attributes and commitment to sustainability.

Redefining Comfort and Style with RC/AD1/AP Features

The THERMOLAST® R RC/AD1/AP series redefines comfort, offering a luxurious and non-sticky surface designed exclusively for smartwatch straps. This ensures an unparalleled level of comfort and sensory delight for wearers.

The versatile TPE compounds allows for limitless design possibilities, enabling the creation of smartwatch straps with unique textures and appearances catered to individual tastes.

Eco-Friendly Innovation

In line with KRAIBURG TPE's strong commitment to **sustainability** <https://www.kraiburg-tpe.com/en/sustainability>, the RC/AD1/AP series boasts up to 50% post-industrial recycled content, contributing to a greener future. It also exhibits exceptional adhesion properties, making it compatible with polar thermoplastics such as ABS, PC, and PC/ABS through injection molding.

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Safety Assurance

As smartwatch straps contact with skin frequently, high-performing and secure materials are needed to ensure the highest level of user safety and comfort. The RC/AD1/AP series has passed thorough testing for UL 94HB, ISO10993-5 (Cytotoxicity), and ISO10993-23 (skin irritation).

Furthermore, the series is fully compliant with RoHS and REACH SVHC requirements, aligning perfectly with global environmental standards, emphasizing responsible production practices.

Various Color Options

Given the importance of colors in smartwatch strap design, the RC/AD1/AP series can be customized in a wide range of **appealing colors** <https://www.kraiburg-tpe.com/en/coloring> to suit customer preferences.

Sustainability successes of our TPEs

Besides smartwatch strap applications, KRAIBURG TPE's recent sustainability innovations include a series of material solutions specially developed for automotive, consumer, consumer electronics, wearables and industry applications. Comprising up to 48% post-consumer recycled (PCR) and 50% post-industrial recycled (PIR) content, the material complies with multiple global standards such as FDA raw material compliance, RoHS and REACH SVHC requirements. KRAIBURG TPE also provides customers with product carbon footprint values.

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.

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(Photo: © 2023 KRAIBURG TPE)

For high-resolution photography, please contact Bridget Ngang
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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.