

Press Release

KRAIBURG TPE : The right formula for effective perfume packaging begins with TPEs

Kuala Lumpur, May 2023

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KRAIBURG TPE : The right formula for effective perfume packaging begins with TPEs

KRAIBURG TPE, a global TPE manufacturer of thermoplastic elastomer products and custom-engineered TPE solutions, offers its THERMOLAST® K FC/AD/PP series of compounds for cosmetic and perfume packaging applications.

Perfumes are in high demand due to a complex interplay of cultural, social, personal, and emotional factors, reflecting the importance of scent in our daily lives. For centuries, perfume has been associated with luxury, status, and beauty.

The aroma of a perfume can help to portray your unique personality and make a beautiful and lasting impression. It also helps boost confidence, enhance moods, and even trigger pleasant memories. Certain scents may even have positive results to the mind and body.

A well-designed perfume packaging communicates the fragrance's identity, builds brand recognition, and provides product differentiation.

Therefore, packaging designers pay great attention to the raw materials of product packaging, and thermoplastic elastomer (TPE) is one of the ideal material solutions to help designers highlight and improve the overall product packaging design and tactility.

TPE material characteristics have design flexibility, exhibiting smooth and soft surface touch feel, and low density. They are also colorable, and the material complies with safety standards, which can provide designers and OEM manufacturers with multiple advantages.

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KRAIBURG TPE can offers you with custom-engineered TPE solutions and recommend suitable TPE solutions for cosmetic and perfume packaging applications.

Soft-touch, aesthetic, and safer packaging

KRAIBURG TPE's THERMOLAST® K FC/AD/PP series of compounds has a wide range of hardness between 30 to 90 Shore A, and good flow properties. The series featured characteristics including soft-touch, smooth and haptic surface, as well as good adhesion to PP via injection molding and extrusion.

Furthermore, the compound is free from heavy metal, phthalates, bisphenol A, and latex.

The series is suitable for applications such as handles, grip, caps as well as surface application for the perfume bottle providing appealing design and creativity to the packaging.

The series complies with a number of international standards, including EU Directive No. 10/2011, the Food and Drug Administration (FDA) Code of Federal Regulations (CFR), Title 21, standard EN 71/3 regulations, the China GuoBiao (GB 4806: 2016), as well as REACH, SVHC and RoHS.

Color flexibility

The FC/AD/PP series comes in translucent and natural color. The compounds are highly colorable, adding an aesthetic dimension to the product design.

KRAIBURG TPE also offers its global customers worldwide consistent color quality standards as well as a variety of pre-coloration options, allowing for a variety of attractive finishes for packaging applications.

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Sustainability successes of our TPE

Besides perfume packaging applications, KRAIBURG TPE's recent sustainability innovations include a specially developed 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
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Information for members of the press:



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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.

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