

## Press Release

KRAIBURG TPE injects fun factor into toys

Kuala Lumpur, Dec 2019

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### **KRAIBURG TPE offers the TPE series compounds that meet the quality requirements for toys and novelty games targeted for adults**

You're never too old to play! The kidult generation, which incorporates games into their recreational activities, and now comprises a large segment of the toy market, is proving this point. With the rising demand for toys that extends safety features and aesthetic value, manufacturers rely on materials that meet product specifications and customer needs. KRAIBURG TPE, a global TPE manufacturer of a wide range of thermoplastic elastomer products and custom-engineered TPE solutions offer TPE compounds with properties suited for a wide range of toy application such as electronic toys, technical toys like model building kits, collectable figurine, 3D Model, board games, puzzle and more.

#### **Safe, versatile and durable**

KRAIBURG TPE's compounds are recyclable and free of potentially toxic components such as heavy metals, latex, PVCs, and phthalates. They exhibit material resistance against tear and abrasion, chemical and flexural fatigues for enhanced durability.

Certified in accordance to the UL94HB flammability standard of plastic materials, the TPE materials are suitable for electronic toys like drones, model cars and planes.

#### **Smooth surface and lightweight for easier handling**

KRAIBURG TPE has material solutions for toys that require pleasant surface finish and soft touch feeling for a comfortable grip. Playthings

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like collectible figurines, toy drones and other electronic toys can benefit from KRAIBURG TPE's lightweight products compared with other materials for lowering the density and reducing weight of the product for easy portability.

### **Visual appeal with playful colors**

For producing toys with eye-catching, vibrant colors, KRAIBURG TPE provides comprehensive color solutions that enable toy manufacturers to achieve customization of compound colorization according to a desired color, and in the most economical and optimal way possible; at the same time assuring a globally consistent color quality.

### **Efficiency with easy processing**

The TPE series demonstrates excellent adhesion with polar and non-polar thermoplastics and ensures easy processing through extrusion and injection molding.

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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](http://www.kraiburg-tpe.com)) is a global 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 processing and product design advantages to 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 2018, KRAIBURG TPE, with 640 employees worldwide, generated sales of 189 million euro.