

Press Release

Sustainable TPEs for Car Pillars for Safety and Lightweighting

Kuala Lumpur, July 2025

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Sustainable TPEs for Car Pillars for Safety and Lightweighting

Safety in the [automotive sector](#) is fueling innovations in automotive components such as car pillars, which now feature slimmer profiles and lower weight while maintaining structural strength.

Thermoplastic elastomers (TPEs), offering rubber-like flexibility, along with the durability and manufacturing efficiency of plastics, make these streamlined, lightweight designs possible. TPEs also comply with global safety regulations requiring high standards for strength, energy absorption, and crash deformation.

KRAIBURG TPE, a global leader in thermoplastic elastomer manufacturing, presents its THERMOLAST® R RC/UV/AP series for safer, durable and [sustainable](#) car pillar applications.

Well-rounded for versatility and recyclability

Car pillars are crucial structural elements that support a vehicle's integrity and ensure occupant safety. The A-pillar connects the roof to the windshield, influencing visibility and frontal crash protection. The B-pillar, positioned between the front and rear doors, provides side-impact resistance and enhances structural rigidity, while the C-pillar supports the rear window and rear end, balancing strength with exterior aesthetics.

KRAIBURG TPE's [THERMOLAST® R RC/UV/AP series](#) delivers superior structural performance and sustainability for A, B, and C car pillar applications.

In terms of advancing the automotive industry's pivot towards circular solutions, the series contains 15% to 40% post-consumer recycled content and is fully recyclable.

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With a broad hardness range of 50 to 90 Shore A, the series provides the versatility needed to meet the strength and durability criteria of automotive components.

Enduring performance for exterior components

KRAIBURG TPE's THERMOLAST® R RC/UV/AP series is well-suited for durable automotive exterior components.

The excellent UV and weather resistance offered by the compounds, proven by a two-year Florida exposure test, helps preserve long-term appearance.

With thermal stability at continuous temperatures of up to 90°C, it is a reliable choice for pillar components that are exposed to harsh outdoor conditions.

Optimized for efficiency

KRAIBURG TPE's THERMOLAST® R RC/UV/AP series offers excellent adhesion to polypropylene (PP), enabling seamless integration in multi-component processing.

The injection-moldable, low-density formulation supports lightweight designs that reduce vehicle weight, helping manufacturers meet fuel efficiency and performance targets.

Available in a sleek black color, the compounds blend effortlessly with vehicle aesthetics.

Sustainability from the get-go

At KRAIBURG TPE, sustainability drives our innovation. Our portfolio includes bio-based TPEs and compounds with post-consumer (PCR) and post-industrial (PIR) recycled content. Selected TPEs are certified under GRS and

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ISCC PLUS. We also provide Product Carbon Footprint (PCF) data upon request to support sustainability decisions.

We proudly earned the EcoVadis Gold Medal in 2025 and are committed to the Science Based Targets initiative (SBTi), aligning our goals with global climate action.

From reducing emissions to increasing circularity, our sustainable TPEs deliver reliable performance and are available worldwide to support your applications while advancing your sustainability goals.

Get in touch today to learn how KRAIBURG TPE can support your sustainability and product development journey.

Disclaimer: *The applications mentioned are illustrative of material capabilities only. Final product suitability and regulatory compliance must be assessed and validated by the customer.*



(Photo: © 2025 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 700 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

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Germany and holds ISO 9001 and ISO 14001 certifications at all its sites worldwide.