

Press Release

A Clutter-Free Drive with KRAIBURG TPE's Sustainable Car Storage Tray Solutions

Kuala Lumpur, October 2025

Page 1 of 4

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

A Clutter-Free Drive with KRAIBURG TPE's Sustainable Car Storage Tray Solutions

Decluttering is the new freedom, and for vehicle owners, it is the way to go to transform a car interior from a cramped space into a personal sanctuary. To tame the mess, securing and stashing small items, from mobile phones, keys, and loose coins to food items and car tools in compact, portable, and aesthetically designed storage trays can do the job effectively, especially if they are made with high-performance and eco-friendly materials—the latter meets the rising demand for sustainability in automotive interior products.

KRAIBURG TPE, a global manufacturer of thermoplastic elastomers (TPE) and customized material solutions for various industries, offers eco-friendly [Global Recycled Standard \(GRS\)](#) – certified automotive interiors TPE materials, featuring post-consumer recycled content to support the industry's circular economy targets, while delivering superior physical and chemical properties for ultimate end-user satisfaction. The sustainable automotive interior TPE materials come in a range of softer and harder grades to create practical yet heavy-duty storage trays with functionality that is on par with high-level automotive standards.

Sustainable with high recycled content

KRAIBURG TPE's [sustainable material solution](#) features over 70% recycled raw material content, facilitating in-process recycling and allowing manufacturers to reduce production waste and improve efficiency. Tailored formulations accommodate recycling-specific raw materials to ensure consistent quality and adaptability across diverse production requirements of OEMs and their suppliers.

Soft-touch, non-slip handling

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

Press Release

A Clutter-Free Drive with KRAIBURG TPE's Sustainable Car Storage Tray Solutions

Kuala Lumpur, October 2025

Page 2 of 4

KRAIBURG TPE's sustainable TPE materials offer a broad range from 25 to 95 Shore A, providing both soft, non-slip surfaces and durable, structurally stable components. The compounds exhibit excellent adhesion to polypropylene (PP) and enable efficient single- or multi-component molding processes, resulting in strong bonding and long-term product performance. The dry haptics feature imparts a non-sticky tactile feel and non-slip surfaces for comfortable handling. This makes for an ideal sustainable material TPE solutions for durable car storage trays.

Low emissions, low-odor solutions for healthier interiors

KRAIBURG TPE's [recycling content TPE for automotive solutions](#) are industry-standard compliant for controlled emissions (VDA 278 VOC), fogging (DIN 75201-B), and odor levels (VDA 270 B-3), making them highly suitable for automotive interiors, ensuring good air quality while also building user confidence in product safety. These low-odor solutions contribute to a cleaner and healthier in-cabin experience.

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 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.

Press Release

A Clutter-Free Drive with KRAIBURG TPE's Sustainable Car Storage Tray Solutions

Kuala Lumpur, October 2025

Page 3 of 4

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

From [running boards](#) to [mud flaps](#), redefine what's possible in automotive design with TPE. Discover how our materials bring flexibility, durability, and innovation to every corner of your vehicle.

***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
(bridget.ngang@kraiburg-tpe.com , +6 03 9545 6301).

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Press Release

A Clutter-Free Drive with KRAIBURG TPE's Sustainable Car Storage Tray Solutions

Kuala Lumpur, October 2025

Page 4 of 4



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