

Press Release

KRAIBURG TPE Offers High-Performance TPE Solution for Fashion Shoe String Adjusters and Footwear Components

Kuala Lumpur, November 2025

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As consumer expectations for comfort, functionality, and style continue to evolve in the footwear industry, selecting the right shoe string adjuster material is more critical than ever. Even the tiniest components like toggle stoppers and lace locks can significantly impact a product's overall performance and appeal.

In response to these demand, KRAIBURG TPE, a global manufacturer in thermoplastic elastomer (TPEs), has introduced a high-performance TPE material solution for [footwear components](#), offering good performance, design flexibility, and scalability for footwear designers, OEM manufacturers, and brand owners.

Meeting Key Requirements for Footwear Component Designs

Footwear professionals prioritize performance factors such as strong multi-material adhesion, efficient processability, durability, and user comfort. Aesthetic flexibility and regulatory compliance are also essential. KRAIBURG TPE's innovative compound addresses these requirements, delivering a customizable TPE for footwear brands that meets both functional and design needs in modern lacing systems.

Optimized for Multi-Material Manufacturing

This TPE compound provides excellent adhesion to engineering plastics such as PC, ABS, PC/ABS ASA, and SAN, ideal for co-molding and hybrid component designs. It supports insert molding and other automated processes, helping manufacturers reduce cycle times, eliminate secondary operations, and improve production efficiency. This makes it one of the ideal

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materials for toggle stoppers and lace locks, particularly for performance-driven shoes.

Soft-Touch Surface for Enhanced User Experience

With a dry, smooth, soft-touch TPE for lacing systems, this material improves the tactile feel and usability of components such as adjusters and lace locks. Designed for use in athletic, outdoor, and lifestyle footwear, it offers a non-slip grip with a premium hand feel, delivering consumer comfort and satisfaction that enhances brand loyalty.

Aesthetic Versatility for Brand Customization

The TPE compound's excellent [colorability](#) enables full customization to align with brand identities, seasonal themes, and style segments. Whether for bold, vibrant designs or minimalist sophistication, this thermoplastic elastomer for footwear components supports versatile branding, making it ideal for fast-evolving fashion and sportswear markets.

Built for Real-World Performance

Footwear components endure constant use, friction, and exposure to variable conditions. This durable TPE for sports and lifestyle footwear is engineered for mechanical strength, elastic recovery, and abrasion resistance. It retains its properties across temperature ranges and resists permanent deformation, ensuring reliable performance even under frequent stress.

Application Flexibility Across Footwear Lines

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Beyond shoe string adjusters, this material also serves a variety of component needs, including toggle stoppers, lace locks, pull-tabs, and quick-lace system parts. Its adaptability allows brands to standardize on one high-performance material across product lines, balancing efficiency with innovation.

Partnering for Scalable Footwear Innovation

KRAIBURG TPE is supporting its partners with custom-engineered solutions, technical support, and reliable global supply. Whether you are designing a next-gen trails shoe or streamlining your production process for a lifestyle sneaker line, this high-performance TPE solution offers the properties required to take your shoe string adjuster design from concept to mass production with confidence.

Sustainability from the get-go

At KRAIBURG TPE, [sustainability](#) is at the heart of our innovation. Our portfolio features bio-based TPEs and compounds with post-consumer (PCR) and post-industrial (PIR) recycled content. Selected TPEs carry GRS and ISCC PLUS certifications. We also provide Product Carbon Footprint (PCF) data on 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 dependable performance and are available worldwide to help meet your applications while advancing your sustainability goals.

Get in touch today to explore how KRAIBURG TPE is able to support you on your sustainability and product development journey.

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