

Press Release

KRAIBURG TPE Unlatches Sustainability in Smartwatch Straps with THERMOLAST® R

Kuala Lumpur, June 2026

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

KRAIBURG TPE Unlatches Sustainability in Smartwatch Straps with THERMOLAST® R

A smartwatch does more than tell time—it tracks your activity, heart rate, sleep, and communicate via apps. Living a smart lifestyle means caring for yourself and the environment, and a smartwatch with components made of sustainable materials can be an interactive way to stay active and mindful of your lifestyle and the environment. Choosing high performance wearable device materials like thermoplastic elastomers (TPEs) with recycled components and low compound emissions aids in reducing e-waste while keeping the device durable and efficient.

KRAIBURG TPE, a global manufacturer of thermoplastic elastomers (TPEs) and customized material solutions for various industries, offers its [THERMOLAST® R series](#), ideal for smartwatch components, delivering the performance users expect while also meeting the growing demand for sustainable TPE materials in consumer products application.

Sustainability at the fore

The THERMOLAST® R series incorporates a hardness-dependent post-industrial recycled content ranging from 34% to 50%, allowing manufacturers to lower their environmental footprint without compromising product quality. The [GRS-certified compound](#) and recycled TPE material balances sustainability and reliable performance for high-volume electronics production.

Media Contact

Marlen Sittner
Head of Digital Marketing
Team Corporate Communications
Phone: +49 8638 9810-272
marlen.sittner@kraiburg-tpe.com

Comfort and durability assured

THERMOLAST® R compounds offer a smooth, non-sticky TPE surface and a premium tactile feel for smartwatch straps, taking user comfort up a notch. The smartwatch strap material's optimized mechanical properties ensure

Asia Pacific
Bridget Ngang
Marketing Manager Asia Pacific
Phone: +603 9545 6301
bridget.ngang@kraiburg-tpe.com

Press Release

KRAIBURG TPE Unlatches Sustainability in Smartwatch Straps with THERMOLAST® R

Kuala Lumpur, June 2026

Page 2 of 4

durability against repeated bending, stretching, and daily handling, making the material ideal for long-term use in [wearable devices](#). With excellent wear-resistance, the compounds keep smartwatch straps in top shape even with frequent use.

Seamless integration with rigid components

THERMOLAST® R exhibits excellent adhesion to engineering plastics such as PC, ABS, and PC/ABS in multi-component injection molding, allowing soft strap elements to bond seamlessly with rigid smartwatch housings. Using this injection molding TPE enhances product reliability and streamlines manufacturing, ensuring consistent quality in high-volume production.

Well-rounded design possibilities

THERMOLAST® R soft-touch TPE compounds are available in black and natural colors, with pre-coloration options that offer versatility for brand-specific aesthetics and product differentiation. Widely used as TPE in consumer electronics and wearable devices such as earphones, remote controls, gaming consoles, and other soft-touch components, they allow designers to create functional and visually appealing products across various applications.

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.

Press Release

KRAIBURG TPE Unlatches Sustainability in Smartwatch Straps with THERMOLAST® R

Kuala Lumpur, June 2026

Page 3 of 4

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.

Discover More with TPE: Whether it's [speakers](#) or [mobile accessories](#), KRAIBURG TPE delivers safe, durable, and user-friendly solutions for every day.

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



© Copyright 2026 KRAIBURG TPE.

(Photo: © 2026 KRAIBURG TPE)

For high-resolution photography, please contact Bridget Ngang
(bridget.ngang@kraiburg-tpe.com , +6 03 9545 6301).

Press Release

KRAIBURG TPE Unlatches Sustainability in Smartwatch Straps with THERMOLAST® R

Kuala Lumpur, June 2026

Page 4 of 4

Information for members of the press:



[download high-resolution images](#)



[latest news on KRAIBURG TPE](#)

Let's connect on Social Media:



Follow us on WeChat



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.