

Press release

TPE gives new mascara container a flexible function

Waldkraiburg, June 2018

Page 1 of 4

KRAIBURG TPE GmbH & Co. KG
Friedrich-Schmidt-Str.
84478 Waldkraiburg
Germany

Phone +49 8638 9810-0
Fax +49 8638 9810-310

info@kraiburg-tpe.com
www.kraiburg-tpe.com

New type of cosmetics packaging with TPE

KRAIBURG TPE's material make new Diorshow Pump'N'Volume mascara container flexible

The well-known company Christian Dior is taking advantage of the flexibility of a thermoplastic elastomer from KRAIBURG TPE for its new Diorshow Pump'N'Volume Mascara. The mascara container's soft component enables the brush to be optimally supplied with the creamy mascara to create spectacular volume.

70 years after Parfums Christian Dior made history with "Miss Dior", a fragrance for women, an innovative mascara product is revolutionizing the cosmetics market. And it comes with a THERMOLAST® K compound from KRAIBURG TPE that gives the Diorshow Pump'N'Volume Mascara container the flexibility required. Squeezing the container two or three times generously loads the brush with mascara to create spectacular lash volume instantly. In addition, the thermoplastic elastomer (TPE) provides a soft touch finish.

"The new functional principle of the Diorshow Pump'N'Volume Mascara means that the mascara is loaded by gently squeezing the container, making it possible to create an extremely expanded lash volume. To achieve this, we were looking for a material solution that was both flexible and esthetic to be processed by multi-component injection molding," says Marion DEFOUR-COLAS, Makeup Packaging Development Group Manager at Christian Dior. "Together with Mayet, our mascara and packaging specialist, and KRAIBURG TPE we have chosen a TPE compound that provides the perfect combination of properties for this application specification."

Press office

Europe, Middle East & Africa

Simone Hammerl

Public Relations EMEA

Phone: +49 8638 9810-568

simone.hammerl@kraiburg-tpe.com

International

Marlen Sittner

Head of Corporate Marketing

Phone: +49 8638 9810-272

marlen.sittner@kraiburg-tpe.com

Communications agency

EMG

Siria Nielsen

Phone: +31 164 317 036

snielsen@emg-pr.com

Press release

TPE gives new mascara container a flexible function

Waldkraiburg, June 2018

Page 1 of 4

The bottle is made with a two-component injection molding process. The internal structure is in copolyester and the skin is made with the KRAIBURG TPE compound. "The decisive factor for us was that the TPE compound could ensure the compromise between copolyester adhesion, softness and low hardness while ensures the elastic recovery after repeated squeezing that the mascara packaging needs to have during the product's whole life cycle" says Sylvain COUTAN, project manager from Mayet SAS, TEXEN group.

"The modern packaging market sets high standards for the function and esthetic quality of materials. This applies particularly to cosmetics packaging that creates a long lasting consumer experience using a design that appeals to the eyes and to the touch," says Michael Pollmann, Sales & Marketing Director at KRAIBURG TPE. "Whether it's creams, perfumes or lotions – wherever attractive and functional hard-soft combinations are required, our TPE compounds provide the perfect solution."

KRAIBURG TPE offers a broad portfolio of thermoplastic elastomers that also includes special adhesion compounds. These have proven their direct adhesion to thermoplastic polymers, including ABS and polyamide, in various applications, ranging from automotive, industrial and consumer applications to sensitive medical applications.

Press release

TPE gives new mascara container a flexible function

Waldkraiburg, June 2018

Page 1 of 4

About KRAIBURG TPE

KRAIBURG TPE (www.kraiburg-tpe.com) is a global manufacturer of thermoplastic elastomers. Founded in 2001 as a subsidiary of the long-standing KRAIBURG Group established in 1947, KRAIBURG TPE played a pioneering role from the very beginning. With production sites in Germany, the US, and Malaysia, the company offers a broad range of compounds for applications in the automotive, industrial, and consumer sectors, as well as for strictly regulated medical applications. The established THERMOLAST®, COPEC®, HIPEX®, and For Tec E® product lines are processed by injection molding or extrusion and provide numerous advantages in processing and product design for manufacturers. KRAIBURG TPE features strong innovative energies along with truly global customer proximity, with 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 2017, KRAIBURG TPE, with over 620 employees worldwide, generated sales of €178 million.

Press release

TPE gives new mascara container a flexible function

Waldkraiburg, June 2018

Page 1 of 4



THERMOLAST® K from KRAIBURG TPE gives flexibility and an esthetic surface quality – combined with excellent adhesion to copolyester – to Diorshow Pump'N'Volume Mascara's innovative packaging. (Image: © Christian Dior 2018)

This press release and relevant photos can be downloaded from www.PressReleaseFinder.com.

Contact person for specially high-resolution images: Simone Hammerl (simone.hammerl@kraiburg-tpe.com, +49 8638 9810-568).