

Press Release

KRAIBURG TPE augments the smart wearables device sector

Kuala Lumpur, October 2019

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KRAIBURG TPE augments the smart wearable devices and consumer electronic sector

The global market for smart wearable devices is in a growth mode, with smartwatches and fitness trackers cornering a large segment of the market. KRAIBURG TPE's material solutions are augmenting the market, with properties targeted to suit wearables devices.

The demand for smart wearable technologies is supported by rising urbanization, increasing healthcare awareness, and changing consumer preferences that are leaning towards digitalization, mobility, convenience and personalization.

Wearable designs on the go

With today's current wearable designs that double up as accessories and gadgets, features like soft touch, scratch resistance, resistance to oils and chemicals, and skin-safe contact are becoming standards to achieving consumer satisfaction.

Wearable technology manufacturers are focusing on chemical-free material solutions as opposed to metals or synthetic fabrics that can cause allergic reactions when they come into extended contact with the skin. In addition, the prolonged use of devices can sometimes result in sensitivity to elastomer materials or cause bacterial build-up.

Furthermore, manufacturers are taking design elements into consideration, such as sharp corners and edges in device housings and straps that may produce cuts, irritate the skin or cause discomfort following extended use.

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In today's society, with awareness on environmentally friendly products growing, wearable technology products that use materials from environmentally sustainable resources and minimize end-of-life environmental waste are important considerations for buying preferences of consumers.

TPE compound solutions from one source

KRAIBURG TPE, a global TPE manufacturer of a wide range of thermoplastic elastomer products and custom-engineered TPE solutions, offers TPE solutions for wearable technologies such as watch and wrist bands, portable wearable electric scarf, and consumer electronics applications, such as wireless automatic sensor, car phone holder and charger, headphones, game consoles, virtual reality (VR) devices and remote controls.

KRAIBURG TPE's COPEC® VS/AD1 series is an ideal material solution for applications in the consumer electronics and wearable devices. The compounds feature an exceptionally silky and velvety surface, a high degree of scratch resistance properties and resistance against skin oil, and oil applied on skins, like sunscreens and emollients. This compound series has excellent adhesion properties to polar thermoplastics such as ABS, PC and PC/ABS, as well as color stability, which eases the coloring process when colored materials are requested for this series.

Eco-friendly compounds

KRAIBURG TPE's COPEC® are recyclable as well as certified in accordance to the UL94HB flammability standard, which determines the material's tendency to either extinguish or spread the flame once it is ignited.

Additionally, these easy-coloring compounds are available in various color options. The series have excellent UV, ozone and weathering resistance; and are free from heavy metals, latex, PVC or phthalates, making them environmentally friendly compounds.

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For high-resolution photography, please contact Bridget Ngang

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About KRAIBURG TPE

KRAIBURG TPE (www.kraiburg-tpe.com) is a global manufacturer of thermoplastic elastomers. From its beginning in 2001 as a subsidiary of the historical KRAIBURG Group founded in 1947, KRAIBURG TPE has pioneered in TPE compounds, today being the competence leader in this industry. With production sites in Germany, the U.S., and Malaysia, the company offers a broad range of compounds for applications in the automotive, industrial, consumer, and strictly regulated medical sectors. The established

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THERMOLAST®, COPEC®, HIPEX®, and For Tec E® product lines are processed by injection molding or extrusion and provide numerous processing and product design advantages to manufacturers. KRAIBURG TPE features innovative capabilities as well as true global customer orientation, 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 2018, KRAIBURG TPE, with 641 employees worldwide, generated sales of 189 million euro.