

Press Release

TPEs optimize home entertainment pleasure

Kuala Lumpur, January 2021

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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

TPEs optimize home entertainment pleasure

KRAIBURG TPE, a recognized global leader in superior TPE compounds, offers the THERMOLAST® K FR/AP and VS/AD/HM series of compounds for home entertainment device applications to impart flammability-safety, soft-feel surface, and consistent coloration.

Home entertainment technologies are elevating our notion of home comforts when it comes to consuming audio-visual contents.

There has also been a shift in how people relax, with entertainment consumers spending more time indoors, consuming content in the comfort of their homes or while in transit inside their personal vehicles (as an extension of their homes) via computers, handheld devices or regular entertainment media.

It is for all these reasons that various formats for accessing content are gaining traction, including online streaming, pay-per-view, digital subscriptions, and time-shifted programming.

Meanwhile, the increasing share of connected, smart technologies in audio-visual entertainment platforms is transforming the standards of convenience and overall user experience in content consumption.

The design of home entertainment devices is an important brand differentiator. Manufacturers are latching onto the latest trends in design, color, finish and technology-capabilities of their products. Innovative materials such as thermoplastic elastomers (TPEs) tick off all the boxes.

KRAIBURG TPE, a global TPE manufacturer of a wide range of thermoplastic elastomer products and custom solutions for multiple

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

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industries, offers high quality and custom-engineered TPE compounds that enable manufacturers to expand their flexibility in designing the end-products in the home entertainment sector.

Safety advantage of flame-proof materials

KRAIBURG TPE's flame retardant FR/AP series is self-extinguishing, giving the assurance that there is no release of burning droplets.

With the availability of coloration and excellent adhesion to other plastic materials such as PP, the compounds are widely used in electrical and electronics devices.

Thus, the FR/AP series compounds are suitable for application in electrical components such as cable clips, cable holders, and sealing for audio systems.

Soft-touch surface applications

Home entertainment systems, such as video and audio equipment, often require materials that are durable, with a soft-touch feel and to be suitable for high contact with human skin.

KRAIBURG TPE's VS/AD/HM series is perfectly suited for soft-touch, velvety feel surfaces. The compounds exhibit excellent adhesion to ABS, ASA, PA, PC, PC/ABS and SAN and offer resistance to abrasion, scratch, skin oils and other skin-contact substances.

This series is suitable to be applied on remote controls, push buttons, switches, thumb wheels, and functional and design elements in audio systems.

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Consistent and high quality colorability of TPEs

KRAIBURG TPE provides customized solutions for colored TPEs, with color quality that is guaranteed to be consistent worldwide. Various tests are carried out to ensure the quality assurance of the color quality on TPEs.

KRAIBURG TPE recreates all colors with high color precision for all productions in a sample and product series.



(Photo: © 2020 KRAIBURG TPE)

For high-resolution photography, please contact Bridget Ngang

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

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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 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 2019, KRAIBURG TPE, with 645 employees worldwide, generated sales of 190 million euro.