

## Press release

**New TPE Solutions for the US Automotive Market**

**Buford, October 2021**

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### **KRAIBURG TPE Americas introduces its TPEs with Superior Flow Properties for Automotive Interior Applications**

**KRAIBURG TPE Americas introduces its Styrene Block Copolymer based TPEs with superior flow properties for automotive interior applications. This new series is an improved material solution for applications requiring precise dimensions, clean aesthetics, low density, and superior flow properties, dedicated to the needs of US automotive manufacturers.**

In the automotive market, the consumers' nuances of operating a vehicle continue to be eliminated with time, shifting more of the consumers' attention to the vehicle's interior aesthetics and quality. The consumer's relationship with interior systems is continually becoming more involved, resulting in a steadily increasing range of interior application requirements to satisfy. KRAIBURG TPE has responded to these changing and growing material demands. In order to reply to this need for more functional and aesthetic parts, KRAIBURG TPE is introducing a new solution to meet this need while maintaining customer's processing preferences a point of focus. The new series, THERMOLAST® K FG/LD/AM, is a further development of KRAIBURG TPE's existing interior TPEs and has been adapted to new applications and requirements based on suggestions provided by customers and numerous years of practical experience. The series has exclusively been developed for US automotive manufacturers.

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The new series' focus is primarily on addressing the current challenges of existing TPEs used for interior mats, as well as cup holders, door gap seals and trims, glove box mats, and more. Aligning with TPV's density while lending superior flow properties than TPV's, provides customers an improved combination of benefits; a wide range of interior part size possibilities, while refining surface quality and reducing processing pressures versus the conventional incumbent TPS's and TPVs. This series is commercially available in Shore 65A, 75A, and 85A. Colors available are black and natural. Additionally, KRAIBURG TPE is able to deliver these grades in any OEM specific color due to the highly experienced team specialized in coloring.

KRAIBURG TPE has made intensive efforts to comprehend the requirements of Automotive OEMs and this THERMOLAST® K FG/LD/AM series is targeted to meet and exceed OEM's requirements for automotive interior such as: lower density for lighter part weights, higher flow for improved processing, improved surface finish, as well as odor, VOC and emissions requirements.

The series is immediately and exclusively available at KRAIBURG TPE Americas.

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**Image:** THERMOLAST® K FG/LD/AM series addresses OEM's needs for automotive interior, including lower density, higher flow, improved surface finish, as well as odor, VOC and emissions requirements.

*(Source: KRAIBURG TPE)*

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### **About KRAIBURG TPE**

KRAIBURG TPE ([www.kraiburg-tpe.com](http://www.kraiburg-tpe.com)) is a global manufacturer of thermoplastic elastomers. From its beginning in 2001 as 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 US, and Malaysia the company offers a broad range of compounds for applications in the automotive, industrial, consumer, and for the 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 2020, KRAIBURG TPE generated sales of 184 million euros with around 650 worldwide employees.