**KRAIBURG TPE Americas Partners with MSA Group in Colombia, South America**

KRAIBURG TPE has various distribution alliances throughout the Americas with a specific target in mind with each region. When it comes to TPE and distribution, KRAIBURG TPE provides consistent high-quality compounds and support, working jointly with their partners to provide the technical expertise necessary to satisfy customer challenges with their applications.

**MSA Group Overview**

With more than 24 years of experience, MSA Group represents the leading companies in the specialized resins and recycling solutions industries. Its international team provides technical, logistical, and commercial solutions, offering a comprehensive service and added value to its customers.

MSA Group, brings the engineering of polymers and special elastomers to the Andean, Central American and Caribbean regions, offering resin services for adhesives, automotive, footwear, construction, architecture, consumption, cosmetics, products, pharmaceuticals, appliances, electricity and electronics, and industrial components. Thus, supplying the requirements of any special plastics project.

**KRAIBURG TPE & MSA Group Join Forces**

MSA Group (MSA) and KRAIBURG TPE (KTPE) have had a business relationship since 2019 and have officially joined forces to locally represent KRAIBURG TPE in the Latin American market. This partnership aims to grow the thermoplastic elastomer presence in the consumer, industrial, and medical markets by providing specialty resin with exceptional elasticity, thermoplastic processing, flexibility, and adhesion to various substrates

KRAIBURG TPE has over 20 years of experience, and combined with MSA Group’s regional reach and expertise, they strive to provide efficient and successful custom-engineered material solutions. With MSA’s regional know-how and KRAIBURG TPE’s technical knowledge, the alliance proves to be mutually beneficial.

“With a noteworthy market share in Mexico, and an in-depth market analysis conducted in specific South American Countries, we understood that the TPE demand in Latin America is prevalent and to participate in it, we needed a strategic partner that would aid us in achieving our growth goals, and MSA has been the precise fit for the Andean region, mainly Colombia” Stated Alberto Oba, Sales and Marketing Director for KRAIBURG TPE Americas.

**Successful Applications**

KRAIBURG TPE and MSA have had success within various market segments, these include sports and leisure grips, container grips/seals and wearables. Pharmaceutical packaging has also been a successful market segment for the two organizations.

The new partnership will continuously provide consistent high quality TPE and exemplary customer support to ensure customer satisfaction. MSA’s resources as well as sound strategy in the South American region embodies align well with KRAIBURG TPE’s core values.

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**Let’s connect on Social Media:**

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**About KRAIBURG TPE**

KRAIBURG TPE ([www.kraiburg-tpe.com](file:///C:\Users\SaK183\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\SG3QT5FQ\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 2021, KRAIBURG TPE generated sales of 216 million euros with around 682 worldwide employees

**About MSA Group:**

With over 23 years of experience, the MSA Group represents the leading companies in the specialty plastics and recycling solutions industries.