

Press Release

TPE is Life for Hair Care Accessories

Kuala Lumpur, November 2022

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TPE is Life for Hair Care Accessories

Hair is one's crowning glory, and it surprisingly gives clues about one's health, habits, lifestyle, mood, and even culture. Today's hair trends favor the natural look, which means working with rather than against the hair texture, density, and color. Working with various types of hair to match the wearer's desire has never been easier. The most recent hair care tools are simple to use, portable, and can help you achieve your desired hairstyle in a matter of minutes. In addition, the availability of both high-end and low-cost hair accessories has increased the popularity of these devices.

Hair care accessory innovations necessitate the use of advanced materials such as thermoplastic elastomers, allowing manufacturers to develop premium products that meet the needs of discerning consumers and help them avoid bad hair days.

Thermoplastic elastomers or TPEs can provide aesthetic, functional, and design element in hair care accessories such as anti-frizz combs, straightener and curler devices, hair dryers, shampoo brushes, hair extension pliers, and more.

KRAIBURG TPE, a global TPE manufacturer of a diverse range of thermoplastic elastomer products and custom solutions for a variety of industries, provides high-quality and custom-engineered compounds with mechanical and physical properties suitable for hair care accessories and other consumer and industrial applications.

THERMOLAST® K TPE - main advantages

KRAIBURG TPE's THERMOLAST® K TPE series has material advantages such as resistance to skin oils, sunscreen, and sebum; abrasion and scratch resistance; high elasticity, and more, all of which meet the requirements for

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the manufacturing of hair care accessories. The TPE series can be colored in multiple ways and is available in hardnesses ranging from supersoft (48 VRLH) to 66 Shore D, making it ideal for use in accessory handle, button, and grip.

TPE series - features lightweight

THERMOLAST® K has selected lightweight TPE series that are suitable for applications in compact and lightweight products such as portable dryer, straightener, curling wands, and combs/brushes that are popular among frequent travellers or people who live minimalist and on-the-go lifestyles.

Sustainability successes of our TPE

In addition to the material for hair care accessories, other recent sustainability innovations from KRAIBURG TPE include a material solution specifically developed for automotive, consumer and industry applications that contains post-consumer recycled (PCR) and post-industrial recycled (PIR) content.

This demonstrates how strongly KRAIBURG TPE adheres to its sustainability principle.

Are you looking for a sustainable TPE solution? [Talk to us!](#)

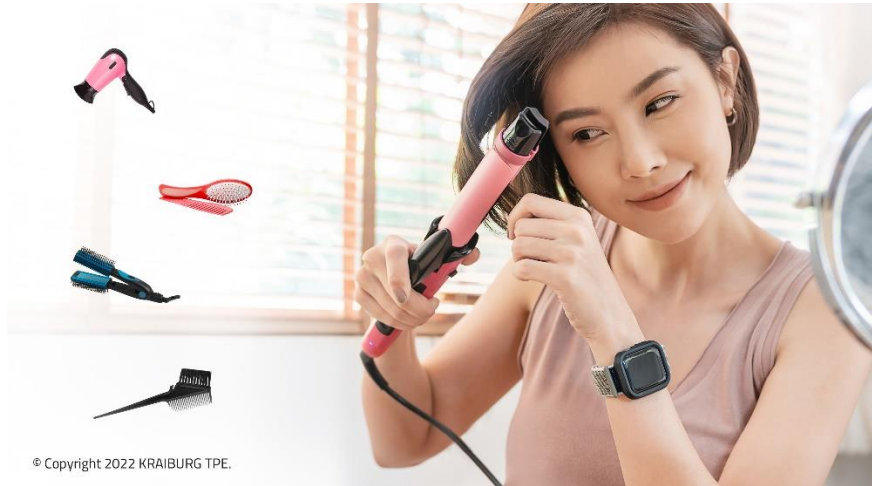
Our experts are happy to answer any questions you have, as well as to offer the right solution for your application.

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KRAIBURG TPE (www.kraiburg-tpe.com) is a global manufacturer of custom thermoplastic elastomers. KRAIBURG TPE was founded in 2001 as an independent business unit of the KRAIBURG Group and is now the industry's competence leader in the field of TPE compounds. The company's goal is to provide safe, reliable and sustainable products for customer applications. With more than 680 employees worldwide and production sites in Germany, the USA and Malaysia, the company offers a large product portfolio for applications in the automotive, industrial and consumer goods industries, as well as for the strictly regulated medical sector. The established THERMOLAST®, COPEC®, HIPEX® and For Tec E® product lines are processed by injection molding or extrusion and offer manufacturers numerous advantages not only in processing but also in product design. KRAIBURG TPE is characterized by its innovative strength, global customer orientation, customized product solutions and reliable service. The company is ISO 50001 certified at its headquarters in Germany and holds ISO 9001 and ISO 14001 certifications at all its sites worldwide.