

## Press Release

**KRAIBURG TPE offers Slip-free Convenience for Vehicle's Cup Holders**

Kuala Lumpur, June 2023

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### **KRAIBURG TPE offers Slip-free Convenience for Vehicle's Cup Holders**

KRAIBURG TPE's THERMOLAST® K AD1/AP and FG/SF/AP TPE compounds meet anti-slip and superior grip criteria for automotive interior accessories like cup holders.

Cup holders in vehicle interiors provide practical benefits such as beverage stability, convenience, distraction reduction, organization, and comfort for both drivers and passengers. Cup holders are designed to prevent cups, bottles, or other containers from tipping over or spilling, reducing the risk of spillage inside the vehicle. Furthermore, they provide a comfortable and easily accessible location for beverages, allowing drivers to stay hydrated or enjoy their drinks while remaining focused on the road.

Materials used for cup holders for car interiors vary depending on the design, manufacturer, and specific vehicle model, but also require durable, versatile, functional, and cost-effective.

Thermoplastic elastomers (TPEs) are an appropriate material solution for cup holder applications because they provide a non-slip surface and improved grip, preventing cups or bottles from slipping or tipping over while the vehicle is in motion.

KRAIBURG TPE, a global provider of thermoplastic elastomer materials and bespoke solutions for a wide range of industries, offers the

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THERMOLAST® K AD1/AP series and FG/SF/AP series of compounds for automotive interior applications such as cup holders.

Both series of compounds are designed for the Asia Pacific market and feature UV resistance, low VOC content, durability, and a non-slip surface.

### **Aesthetic, soft-touch advantage with AD1/AP series**

The THERMOLAST® K AD1/AP series from KRAIBURG TPE produces a soft-touch surface as well as a consistent and aesthetic appearance, and imparts an adequate, comfortable grip when used for the cup holder's liner, frame, and ring holder.

The series features automotive interior UV resistance characteristics and meets color-fastness requirements to ensure colors will not fade easily.

Additionally, the series can be molded into a variety of shapes using the injection molding process and has high adhesion with polar thermoplastics including ABS, PC, and PC/ABS.

### **Excellent surface, anti-slip grip with FG/SF/AP series**

KRAIBURG TPE's THERMOLAST® K FG/SF/AP series provides good surface appearance and is therefore suitable for rings of cup holders as well as other vehicle accessories such as inlay mats, liners and frames.

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In addition, the series provides good surface mapping for processes that require complex molding designs. It also allows for high adhesion to PP through the injection molding process, for manufacturers to create a variety of designs and aesthetic features.

Other advantages of choosing the series for automotive interior applications include anti-slip grip properties, in-process recycling, low density, and optimum flow qualities.

### **Sustainability successes of our TPEs**

Besides vehicle cup holders application, KRAIBURG TPE's recent sustainability innovations include a series of material solutions specially developed for automotive, consumer, consumer electronics, wearables and industry applications. Comprising up to 48% post-consumer recycled (PCR) and 50% post-industrial recycled (PIR) content, the material complies with multiple global standards such as FDA raw material compliance, RoHS and REACH SVHC requirements. KRAIBURG TPE also provides customers with product carbon footprint values.

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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For high-resolution photography, please contact Bridget Ngang  
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KRAIBURG TPE ([www.kraiburg-tpe.com](http://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.