

Press Release

New Director Asia Pacific at KRAIBURG TPE

Kuala Lumpur, April 2020

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KRAIBURG TPE appoints Dr. Joachim Mühlmeier as new Director Asia Pacific

KRAIBURG TPE today announced that Dr. Joachim Mühlmeier has been appointed as Director Asia Pacific effective 1st April 2020, a role in which he will succeed Roland Helmut Ritter, who is returning to Germany to lead another company in the KRAIBURG Holding Group.

Dr. Mühlmeier joined KRAIBURG TPE in Germany in 2018 before moving to Asia as Director China in early 2019. 'It is great to have Joachim on board', said Franz Hinterecker, CEO of KRAIBURG TPE worldwide. 'Joachim has broad experience in the various fields of business management. With his open mindset, his enthusiasm and personal background in Asia, he fits very well into the KRAIBURG TPE team which is eager to support our customers and to produce custom-made TPEs.'

After completing his studies at St. Gallen University (Switzerland) and Harvard Business School (USA) specializing in International Industrial Sales & Marketing in 2001, Dr. Mühlmeier joined BASF's Fine Chemicals Division.

In 2004, he moved to BASF Asia to lead different regional sales, marketing and logistic portfolios for food and pharma ingredients, processing aids and aroma chemicals. In 2009, he returned to Germany to manage a workstream for shaping the post-merger integration and production setup of the BASF-Ciba-Merger. He later left BASF to pursue his career with ProMinent, a global specialist in metering pumps and metering technology.

"I am enthusiastic about developing the business together with our customers and the global team to create innovative technical solutions", he says.

This philosophy led him to work in the machinery and equipment industry for chemical fluid handling as a Global Business Unit Director and later as Executive Director in the steel processing industry. He also worked as an

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international sales and marketing consultant, and an international sales and marketing lecturer at St. Gallen University (Switzerland).

“It is great to be back to Asia where we – the KRAIBURG TPE team - can jointly serve our customers in developing custom-made TPEs.” Dr. Mühlmeier also aims to ‘substantially grow in the Asian markets with fast and professional project management together with our customers, so that we strengthen KRAIBURG TPE’s position in the forefront of innovation for Thermoplastic Elastomers’. This goes in line with the company’s further sales expansion in Asia Pacific.



A portrait of Dr. Joachim Mühlmeier- Director Asia Pacific at KRAIBURG TPE.

(Photo: © 2020 KRAIBURG TPE)

For high-resolution photographs, please contact Bridget Ngang

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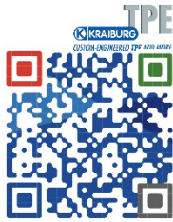
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About KRAIBURG TPE

KRAIBURG TPE (www.kraiburg-tpe.com) is a global manufacturer of thermoplastic elastomers. From its beginning in 2001 as a subsidiary of the historic KRAIBURG Group founded in 1947, KRAIBURG TPE has been a pioneer in TPE compounds, today being the expert 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 is distinguished by its innovative capabilities as well as truly 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 on all global sites. In 2019, KRAIBURG TPE, with 645 employees worldwide, generated sales of 190 million Euros.