

## Press release

**KRAIBURG TPE launches new range of >73% Recycling Content TPES**

**Waldkraiburg, February 2024**

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KRAIBURG TPE GmbH & Co. KG  
Friedrich-Schmidt-Strasse 2  
84478 Waldkraiburg  
Germany

Phone +49 8638 9810-0  
Fax +49 8638 9810- 310

info@kraiburg-tpe.com  
www.kraiburg-tpe.com

### **KRAIBURG TPE launches Recycling Content TPE for Automotive with at least 73% recycled content**

**KRAIBURG TPE has released a new range of thermoplastic elastomer (TPE) products that contain at least 73% recycled content. The new Recycling Content TPE for Automotive series has been designed to fulfil a variety of technical applications. Here, KRAIBURG TPE is also pleased to announce an agreement with Tessi Supply, which will use the grades to produce inlay cases and floor mats.**

Automotive manufacturers and the broader automotive value chain are increasingly searching for lightweight and sustainable materials to perform crucial functions and applications. This is for a variety of reasons. Firstly, regulations and laws being passed by governments and regional authorities are tightening up rules on the use of recycled content in vehicles as they seek to transition to net zero economies and societies. For example, new EU regulation proposals on circular vehicle design and end-of-life vehicle management requirements target a recycled material average of 25% per car, including 6.25% from closed-loop post-consumer recycled (PCR) sources. Second, there is growing demand and pressure from end users, both in consumer and commercial circles. Significant portions of the general driving public want to do their bit by using environmentally friendly vehicles, while businesses operating commercial fleets have important ESG criteria to fulfil.

#### **Recycling Content TPE for Automotive – meeting the demand**

KRAIBURG TPE is supporting the automotive value chain in fulfilling these demands with its portfolio of sustainable TPE materials. The latest release to market is Recycling Content TPE for Automotive, which will replace the current Interior PIR TPE ranges in 2024 and is available to customers in the EMEA region.

#### **Press contact**

*Europe, Middle East, Africa*  
M.A. Juliane Schmidhuber  
PR & Communications Manager  
Phone: +49 8638 9810 568  
[Juliane.Schmidhuber@kraiburg-tpe.com](mailto:Juliane.Schmidhuber@kraiburg-tpe.com)

#### **Communications agency**

EMG  
Vera Kiseleva  
Phone: +31 645 092 735  
[vkiseleva@emg-marcom.com](mailto:vkiseleva@emg-marcom.com)

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It is a new innovation targeting the automotive market and its need for sustainable polymer materials – the recipe developed by KRAIBURG TPE is a combination of various recycled raw materials that guarantees at least 73% recycled content over a range of hardness ratings (20 to 95 Shore A). Compared to the virgin compound, this represents a 25% reduction in carbon footprint.

All recycled raw material components have been carefully researched and developed to provide more sustainable gains without sacrificing on performance demanded by OEMs and Tier 1 suppliers.

### **Chosen by Tessi Supply**

Because Recycling Content TPE for Automotive covers the full range of hardness, these products can be used to fulfil a variety of automotive applications. Other beneficial properties include a soft touch surface and controlled level of emission and odor, making the range suitable for automotive interiors. Indeed, such is the suitability of the new series, after-sales parts platform Tessi Supply has chosen it to produce inlay cases and floor mats for various car models. The new compounds can fulfill several other automotive interior and exterior as well as powertrain applications, including inlays / anti slip mats, cowls, running board mats and air guide elements.

### **More sustainable TPEs customers can rely on**

In addition to the new Recycling Content TPE for Automotive, KRAIBURG TPE's innovations portfolio comprises a series of material solutions specially developed for automotive, consumer, consumer electronics, wearables and industry applications. With high PCR and PIR content, KRAIBURG products are compliant with multiple global standards . KRAIBURG TPE also provides customers with product carbon footprint values.

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**Image:** The new Recycling Content TPE for Automotive series has been designed to fulfil a variety of technical functions. *(Image: KRAIBURG TPE)*



**Image:** Matthias Michl, Head of Automotive Application Development at KRAIBURG TPE *(Image: KRAIBURG TPE)*

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**Image:** After-sales parts platform Tessi Supply has chosen it to produce inlay cases and floor mats for various car models (Image: Tessi-Supply).

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### Information for press representatives



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### About KRAIBURG TPE

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 660 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.