

Press release

KRAIBURG TPE compounds cater to cosmetics and skin care packaging

Kuala Lumpur, August 2019

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KRAIBURG TPE compounds cater to cosmetics and skin care packaging

With more and more cosmetic packaging companies focusing on sustainability for their packaging, KRAIBURG TPE's thermoplastic compounds, like the THERMOLAST® K compound, are sought after by cosmetics companies for modern packaging that meets the requirements for aesthetics, function and sustainability.

In recent years, consumer spending on cosmetics and personal care products has increased, owing to the build-up of the focus on appearance enhancement as intrinsic to self-care. Beyond their purpose as beauty aids, today's cosmetics formulations depict how the beauty industry has advanced to include sustainability in its manufacturing agenda.

The growing demand for renewably sourced, cruelty-free tested cosmetics among environmentally aware consumers has triggered innovation in the design and technology of packaging to complement the manufacturers' sustainability brand. Thus, user and environmentally friendly packaging is starting to impact the overall growth of the sustainable cosmetics market.

KRAIBURG TPE, a global TPE manufacturer of a wide range of thermoplastic elastomer products and custom solutions for multiple industries, offers high quality and custom-engineered compounds containing variable proportions of renewable raw materials.

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By developing customer-specific and application-specific bio-based compounds, KRAIBURG TPE aims to meet the growing demand for environmentally friendly and sustainable thermoplastic elastomers. In close contact with its customers and with a reliable network of raw materials suppliers, the company is benefiting from its core competence in custom-engineered solutions.

Packaging with a luxury feel

Cosmetics packaging adds to the quality of products. In a highly competitive cosmetics and skin care market, the role of packaging in this aspect is pivotal, particularly to cosmetics and skin care packaging that creates a long-lasting consumer experience using a design that appeals to the eyes and to the touch. E.g; packaging for mascara, lipstick, serum/ampoule, BB cream, haircare, make up brushes etc.

KRAIBURG TPE's thermoplastic elastomers range, such as the THERMOLAST® compound, match the requirements for a silky and velvety soft-touch surface feeling, which is also resistant to cosmetics chemicals.

we have taken into account the established market requirements such as Regulation (EU) No 10/2011, FDA – Code of Federal Regulations (CFR), Title 21, California Proposition 65 and Regulation, (EC) No 1223/2009 as well as the REACH and RoHS directives.

KRAIBURG TPE offers comprehensive solutions that enable customization of compound colorization, according to a desired color, and in the most

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economical and optimal way possible; at the same time assuring the customer a globally consistent color quality.

As well, the thermoplastic elastomers can be processed by multi-component injection molding with a wide range of thermoplastic materials such as PP, PE, PA, PBT, PC, PETG, SAN and ABS; and exhibit adhesion to most common polar and non-polar thermoplastics.



(Photo: © 2019 KRAIBURG TPE)

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For high-resolution photography, please contact Bridget Ngang (bridget.ngang@kraiburg-tpe.com , +6 03 9545 6301).

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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 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 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 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 2018, KRAIBURG TPE, with 641 employees worldwide, generated sales of 189 million euro.

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