

Press Release

KRAIBURG TPE's Sustainable TPE Enters The Oral Care Market

Kuala Lumpur, April 2023

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KRAIBURG TPE's newly launched sustainable THERMOLAST® R TPE compound for the Asia Pacific market has made its foray into the toothbrush consumer daily use market; in collaboration with Thailand's top toothbrush maker The First Thai Brush Co. Ltd.

Undoubtedly, premium environmental toothbrushes with innovative features and aesthetics will gain a larger share of the oral hygiene products market.

As functionalities and designs must meet the expectations of discerning consumers, advanced materials such as sustainable thermoplastic elastomers (TPEs) are good news to the environment.

Team-up with market leader

KRAIBURG TPE, a global TPE manufacturer offering custom-engineered TPE solutions for a wide range of consumer product applications, has recently launched its THERMOLAST® R sustainable TPE for the Asia Pacific market. The TPE series contain up to 35% post-consumer recycled (PCR) content (hardness-dependent).

The new sustainable TPEs has made its way to the consumer market and is now being used by Thailand's leading toothbrush manufacturer, The First Thai Brush Co. Ltd for its new Victory toothbrush.

The new sustainable TPE compound provides the properties needed to create cutting-edge toothbrushes in terms of aesthetics, safety, compliance, durability, versatility, and sustainability. Additionally, this material solutions are meet food contact regulatory standards (FDA) CFR21, REACH SVHC, and RoHS.

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Moreover, the addition of a sustainable TPE portfolio allows First Thai Brush Co. Ltd to align their commitment to environmental stewardship.

"We've been using KRAIBURG TPE materials since the 1990s and have found them to be a great fit for our toothbrush application", says Kit Tae, Deputy Managing Director of The First Thai Brush Co. Ltd.

He also added that, "KRAIBURG TPE's team has been extremely helpful with material selection, design optimization, and processing recommendations. Their technical knowledge and customer service are exceptional. We particularly value the materials' versatility, which can be tailored to meet our specific needs. The sustainability of the materials has also impressed us, which aligns with our commitment to environmental responsibility,"

Design and comfort from toothbrush

First Thai Brush Co. Ltd's Victory Toothbrush has soft and thin tapered bristles for deep penetration of tooth and gum lines.

This Japanese technology wide brush head and longer handles allow the user to reach deeper into their mouth for a more thorough clean.

The TPE application on the toothbrush handle provides a soft touch and an anti-slip grip, allowing for brushing with a firm hold.

The compound series, available in translucent and natural colors, includes a variety of color options, including color effects, for greater design flexibility.

Good adhesion with PP

KRAIBURG TPE's selected sustainable TPEs has good adhesion with PP resin and a hardness range of 30 Shore A to 90 Shore A, providing a variety of options for application requirements.

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Additionally, the TPE series has good mechanical properties, a non-sticky surface, temperature stability up to 80°C, and is used as an alternative material to EPDM, PVC-P, and elastomers.

Sustainability and safety – the way ahead

The selected KRAIBURG TPE sustainable TPE series has been tested and certified to be introduced into the PP and HDPE recycling streams without affecting the recycled thermoplastics properties. KRAIBURG TPE is currently the only global TPE supplier with this valid EU-wide certification.

Exclusive Sustainable TPE's giveaways at CHINAPLAS 2023!

Good news! KRAIBURG TPE will be giving away the latest wide and long special edition of the Victory Toothbrush made by our sustainable TPE at the upcoming CHINAPLAS 2023 exhibition, to be held at the Shenzhen World Exhibition & Convention Center in Shenzhen, China.

The freebies are available at booth P73, Hall 17. Simply fill out the form at <https://www.kraiburg-tpe.com/en/chinaplas> or scan the QR code below to register and schedule an appointment with us.

Scan QR Code



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For high-resolution photography, please contact Bridget Ngang
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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.

The First Thai Brush Company Limited

The First Thai Brush Company Limited was established in 1938 by Mr. Thongchai Tae with his strong determination to be the first factory in Thailand that produce highest quality of toothbrushes. For more than 80 years in business, we continue to expand our production lines and commit ourselves to the highest standard of excellence in quality. We began with an original capacity of two dozen of toothbrush making per day, now the First Thai Brush can produce more than 500,000 toothbrushes per day, or more than 180

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million brushes per year. Our company is ISO:9000 certified and complies with many international manufacturing standards.

We have employed state-of-the-art machinery producing high quality toothbrushes supplying for both domestic and oversea markets under our own brand (Victory) as well as many other OEM global brands.

Other than toothbrushes, the First Thai Brush also produces varieties of household brushes and industrial brushes including laundry brushes, floor scrubbing brushes, brooms, sweepers, bathing brushes, toilet brushes, kitchen brushes, and beauty brushes, food-grade brushes and other dental care products such as denture brushes and interdental brushes.