

Press Release

Sonic toothbrush: Superior TPEs for oral hygiene

Kuala Lumpur, September 2020

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Sonic toothbrush: Superior TPEs for oral hygiene

KRAIBURG TPE, a recognized global manufacturer in superior TPE compounds supplied the THERMOLAST® K TPE for the production of the sonic toothbrush manufactured by Malaysia-based Ameba Products.

Thermoplastic elastomers (TPEs) have become vital materials in the manufacture of oral hygiene products. Food-contact TPE compounds fit the specifications for oral hygiene products thanks to its flexibility, superior design freedom and efficient processability.

When Malaysia-based Ameba Products (M) Sdn Bhd was sourcing for a suitable material for its latest Oral SPA sonic toothbrush, it selected a high-quality thermoplastic elastomer from KRAIBURG TPE to enhance the functionality of its toothbrush product line.

Ameba Products is committed to producing toothbrushes of the highest quality, having developed the fingertip toothbrush and its latest product, the sonic toothbrush.

"The new Oral SPA sonic toothbrush required a more complex design, compared to the fingertip toothbrush. It underwent various trials and a process of fine-tuning. Through KRAIBURG TPE, we were able to source for the right material," said the Founder of the company Jimmy Lai.

Conforming to standards

In close collaboration with KRAIBURG TPE, Ameba Products selected the food-contact grade THERMOLAST® K TPE compound range, with relevant FDA (raw material conformity) - Code of Federal Regulations (CFR), Title 21 and standard EN71/3 regulations.

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THERMOLAST® K offers the perfect balance between flexibility and easy processability via injection molding of the Oral SPA toothbrush refill component.

Convenience of use

The brush head of the Oral SPA sonic toothbrush is designed to be detachable and easily mountable onto the locking mechanism. The high-speed stroke action results in the production of foam, which works to dislodge plaque on the surface of the teeth and provides effective brushing and cleaning of hard-to-reach spots.

Explained Jimmy Lai, "With our Oral SPA series, we provide a holistic mouth hygiene solution with high-speed stroke action, a third-dimension action that is different from rotational or manual brushing."

Thus, to allow for a quality oral hygiene product, the THERMOLAST® K TPE compound meet the needs for flexibility and durability. Also, the softness and haptic surface quality of the TPE compounds applied for the brush head assure users maximum comfort.

Consistent TPE material

The THERMOLAST® K TPE compound combines high flowability with superb stable colorability for versatile promotional effects. Together, these properties offered Ameba Products unlimited possibilities in design, form, and function to deliver the unique features of its Oral SPA sonic toothbrush while enhancing user experience.

"The quality of the THERMOLAST® K TPE compound is good and consistent. It has remained unchanged since our very first purchase and the outcome is satisfying," added Jimmy Lai. "Apart from assisting us in the selection of the most suitable compound for this application, KRAIBURG TPE went the extra mile to support us with their expertise throughout the entire project. Thanks to

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their high material quality and service standards, we are able maintain our competitive edge in the market.”



(Photo: © 2020 KRAIBURG TPE)

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 2019, KRAIBURG TPE, with 645 employees worldwide, generated sales of 190 million euro.

About Ameba Products

Ameba Products (M) Sdn Bhd (<https://oralspa.com/>) was established in 1999 as an oral care solutions provider. Its products include the fingertip toothbrush, specially designed handle toothbrush and the Oral SPA sonic toothbrush.