

Press Release

KRAIBURG TPE's Dissipative Solutions for Hair Straightener

Kuala Lumpur, October 2024

Page 1 of 4

KRAIBURG TPE Technology
(M) Sdn Bhd
Lot 1839 Jalan KPB 6
Kawasan Perindustrian Balakong
43300 Seri Kembangan, Selangor,
Malaysia

Phone +60 3 9545 6393

Info-asia@kraiburg-tpe.com
www.kraiburg-tpe.com

KRAIBURG TPE's Dissipative Solutions for Hair Straightener

Hair straighteners have become indispensable tools for achieving sleek, salon-worthy hair at home. To meet the evolving needs of modern consumers, manufacturers are constantly seeking materials that offer enhanced performance and safety. Addressing this demand, KRAIBURG TPE, a leading provider of thermoplastic elastomer solutions, introduces its dissipative TPE material, offering a range of advantages ideal for hair straightener manufacturing.

The AD1/AS series from KRAIBURG TPE represents a significant advancement in hair straightener material technology. Engineered to meet static-dissipative requirements, this innovative TPE material offers unparalleled performance and reliability.

Material Advantages

The AD1/AS series from KRAIBURG TPE offers a multitude of advantages tailored to meet the stringent requirements of hair straightener manufacturing.

Key material properties include:

- **Thermoplastic Alternative to Elastomers:** Providing improved performance and reliability compared to traditional elastomers.
- **Optimized Mechanical Properties:** Ensuring exceptional durability and longevity for prolonged use.
- **Reduced Dust Built-Up:** Enhancing cleanliness and maintenance, delivering a superior user experience.
- **Colorability:** Allowing for customizable designs to meet diverse consumer preferences.

Media Contact

Marlen Sittner
Head of Digital Marketing
Team Corporate Communications
Phone: +49 8638 9810-272
marlen.sittner@kraiburg-tpe.com

Asia Pacific
Bridget Ngang
Marketing Manager Asia Pacific
Phone: +603 9545 6301
bridget.ngang@kraiburg-tpe.com

Press Release

KRAIBURG TPE's Dissipative Solutions for Hair Straightener

Kuala Lumpur, October 2024

Page 2 of 4

- **Temperature Stability:** Withstanding temperatures up to 80°C for safe and efficient operation.
- **Soft, Non-Sticky Haptic:** Providing a comfortable and ergonomic grip for effortless styling.
- **Adhesion to Various Substrates:** Including PC, ABS, and PC/ABS, ensuring secure attachment and stability.
- **Medium Resistivity:** Facilitating static dissipation, enhancing safety during use.

These innovative TPE materials find ideal applications across various sectors, including handles for hand tools and power tools, soft touch surfaces for grips, switches, mats, cable holders, clips, game consoles, electric and electronic components and robotic parts.

With the introduction of KRAIBURG TPE's dissipative TPE material, manufacturers can now create hair straighteners that not only meet but exceed industry standards, ensuring enhanced performance and safety for users.



© Copyright 2024 KRAIBURG TPE.

(Photo: © 2024 KRAIBURG TPE)

Press Release

KRAIBURG TPE's Dissipative Solutions for Hair Straightener

Kuala Lumpur, October 2024

Page 3 of 4

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

Information for members of the press:



[download high-resolution images](#)



[latest news on KRAIBURG TPE](#)

Let's connect on Social Media:



Follow us on WeChat



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 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

Press Release

KRAIBURG TPE's Dissipative Solutions for Hair Straightener

Kuala Lumpur, October 2024

Page 4 of 4

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.