

## Press Release

**KRAIBURG TPE Shapes the Future of Car Phone Holder**

Kuala Lumpur, January 2025

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### KRAIBURG TPE Shapes the Future of Car Phone Holder

KRAIBURG TPE, a global [thermoplastic elastomers \(TPEs\)](#) manufacturer, is proud to introduce the latest advancements in its THERMOLAST® K series. This innovative material, specifically engineered for car phone holders, offers a suite of features designed to meet the rigorous demands of applications.

#### THERMOLAST® K Series

The [THERMOLAST® K series](#) from KRAIBURG TPE is meticulously designed to meet the stringent requirements with key innovation features such as:

- **Superior Adhesion:** Provides excellent bonding with PC, ABS, PC/ABS, ASA, and SAN, ensuring durability and reliability in car phone holder applications.
- **Soft Touch Surface:** Offers a luxurious, soft touch to enhance user comfort and interaction.
- **Automotive Interior Friendly:** Features controlled levels of emissions and odors, making it ideal for use in the confined spaces of automotive interiors.
- **Colorable:** Supports customization with various color options to match or enhance vehicle interiors for personalized and attractive designs.
- **Soft, Non-Sticky Haptic:** Delivers pleasant tactile experience without any stickiness, contributing to high-quality touch and feel.
- **Versatile Processing:** Suitable for both injection and extrusion molding, facilitating efficient and flexible manufacturing processes.

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The versatile THERMOLAST® K series extends to various automotive interior applications, including handles, function and design elements, grommets, car mats, soft touch surfaces, seals and many more.

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(Photo: © 2025 KRAIBURG TPE)

For high-resolution photography, please contact Bridget Ngang  
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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.