

## Press release

**KRAIBURG TPE UK Ltd Official Opening and Personnel Announcement**

Waldkraiburg, June 2024

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### **KRAIBURG TPE UK Ltd Official Opening and Personnel Announcement**

**KRAIBURG TPE, a global competence leader in Thermoplastic Elastomers, announces the official opening of its subsidiary, KRAIBURG TPE UK Ltd. This strategic move underscores the company's commitment to serving the important UK market directly. It marks a pivotal milestone in the company's development to further enhance local customer services.**

The United Kingdom has long been a pivotal market for KRAIBURG TPE with numerous well-known clients and successful collaborations. However, evolving dynamics presented challenges in maintaining optimal service standards since 2020. Collaborating closely with the longstanding partner, Abbey Polymers, KRAIBURG TPE diligently addressed these challenges. In January 2024, KRAIBURG TPE UK Ltd. initiated its business and warehousing operations. With a dedicated sales office in Stafford and a strategically located warehouse in Stoke-on-Trent, it is poised to deliver customer-centric solutions and uphold its hallmark service excellence. This strategic expansion reflects KRAIBURG TPE's unwavering commitment to meeting the evolving needs of clients and further expand the company's presence in the UK market.

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### **Appointment of Michal Mucha**

KRAIBURG TPE is delighted to announce Michal Mucha as the main UK representative for KRAIBURG TPE UK Ltd. With a wealth of experience spanning over a decade in plastics and automotive sectors, Michal is primed to further extend the company's presence in the UK market. His appointment underscores the company's commitment to delivering exceptional customer experiences and fostering partnerships. Michal Mucha is supported in his role by Philip Jahn, Technical Sales Manager EMEA, who has been in charge of the UK market for KRAIBURG TPE since 2020 and who has extensive experience of the local requirements.

Expanding operations in the UK not only reinforces the company's commitment to the region but also streamlines the purchasing process for customers. By establishing a local presence, lead times and shipping costs are significantly reduced, providing customers with greater convenience and efficiency in their procurement journey. This localization strategy aligns with the growing trend towards regionalization in supply chain management, enabling KRAIBURG TPE to respond swiftly to market demands and expand overall service levels. Moreover, customers benefit from seamless navigation in regulatory frameworks, ensuring compliance with local standards and regulations. By understanding and adhering to UK-specific requirements, KRAIBURG TPE provides customers with products that meet their exact specifications and regulatory needs, further enhancing trust and confidence in our brand.

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Nikolaus Weiss, Head of Sales at KRAIBURG TPE in EMEA: “We want to welcome Michal to the team and we’re very glad to have him on board. In essence, our expansion into the UK market signifies not only our commitment to serving UK customers but also our recognition of the unique challenges and opportunities within the region. By establishing a local presence, we aim to streamline operations, enhance customer experiences, and drive sustainable growth while maintaining unwavering service excellence. Together, we look forward to shaping the future of the TPE industry in the UK and beyond.”



The official opening of KRAIBURG TPE UK Ltd underscores the company’s commitment to serving the important UK market directly. Michal Mucha, Technical Sales Manager UK, is supported by Philip Jahn, Technical Sales Manager, and both report directly to Nikolaus Weiss, Head of Sales at KRAIBURG TPE (f. l. t. r.). (Image: © 2024 KRAIBURG TPE)

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### About KRAIBURG TPE

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 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.