

For Immediate Release

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APS Elastomers Develops Overmolding Soft-Touch TPEs for Mobile Devices

Romulus, MI (March 10, 2014) APS Elastomers has developed a new series of overmolding soft-touch thermoplastic elastomers (TPEs) designed for cell phone and other personal electronic devices. Specially formulated to produce a silky touch and tactile haptic feedback, these TPEs are stronger than silicone and more flexible than traditional thermoplastic elastomers making the new grade a cost-effective replacement to current materials used.

The new grades are available in Shore A Hardness of 32A, 40A, 60A and 70A, and offer an excellent chemical bond between the soft elastomeric alloy and a rigid thermoplastic substrate. Products are soft to the touch as well as slip resistant. They are also microbial and weather resistant, and have good color stability. The grades require no drying, are easily colored, process easily and provide superior bonding performance and consistent mechanical properties when used in overmolding applications.

“These new TPEs provide desirable haptic/tactile feedback and excellent vibration dampening properties for cell phone cases, tablets, electronic wristbands, and other mobile devices”, says Roger Huarng, owner of APS Elastomers.

APS Elastomers is an independent TPU, TPE, TPV and other elastomer resource offering in-depth knowledge, product development and support to OEMs and processors.

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