

APS OFFERS NEW MAXELAST TPE GRADE FOR OVERMOLDING



New Maxelast TPEs Offer Improved Appearance, Resist Scratching

Alliance Polymers & Services LLC (APS), the exclusive North American distributor for Maxelast® TPEs (thermoplastic elastomers) used by some of the world's leading manufacturers, is now offering the new, soft A-Series for overmolding applications. Processors can now mold products at lower temperatures and injection pressures than with competitive products.

With a wide Shore A hardness range from 10 to 85 A, the new styrenic A-Series of Maxelast TPEs can be successfully overmolded onto PC, APS, PC/ABS or copolyester substrates. As such, the new A-Series of TPEs from APS are well suited to be used in products that include tools (power and hand), personal care items, computers, consumer electronics, game controls, toys and auto parts.

The benefits of molding with the A-Series of Maxelast TPEs include a soft, flexible feel with excellent grip characteristics, good compression set, easy to process and color and available translucent and clear grades. In addition, the new TPEs provide an attractive appearance and resist scratching.

While Maxelast TPEs are not well known in North America, they are used by some of the world's leading companies, among them VW, Buick and Honda, as well as products manufactured by Stanley Tools, Samsung and Panasonic, plus footwear from Nike, Puma and Adidas.

Alliance Polymers & Services, LLC (APS) in Romulus, MI, is a full service warehousing, distribution, shipping and technical service organization dedicated to helping TPE, TPU and other elastomer marketers and processors with all their product and technical support needs. The firm currently markets and supports Polymax Maxelast® TPEs and BASF Elastollan® TPUs. APS is unique in that they offer elastomer materials in quantities large and small (from truckloads down to drums and bags). APS is owned and operated by three of the industry's leading marketing and technical support executives, Roger J. Huarng, Stephane Morin and Ron Sheu, formerly with BASF Corporation. They work with a series of independent technical agents located throughout the North American Continent.

For more information on Maxelast® TPEs for overmolding as well as other grades for conventional, unique or highly durable applications, contact APS .