

A new, clear grade of Polymax Maxelast® C-Series thermoplastic elastomers (TPEs) comprising one of the most complete product lines of soft and clear styrenic TPEs available, has just been introduced by Alliance Polymers & Services, LLC (APS). Suggested applications range from soft gel shoe insoles, health and exercise equipment, through harder grades for child and pet toys, as well as a wide range of consumer and personal care applications.



With one of the broadest range of Shore A hardnesses of TPEs available on the market O Shore A to 99 Shore A the new non-toxic and environmentally friendly, odorless Maxelast C-Series of TPEs is also latex and phthalate-free. The C-Series is suggested as excellent alternatives to silicone and [PVC](#) and can be overmolded onto [polypropylene](#) or polystyrene. Further, the ultra-soft grades are ideally suited for gel shoe insoles and exercise paraphernalia where softness combined with durability (i.e. mechanical strength and rapid elastic recovery) are required.

#### **About Alliance Polymers & Services, LLC**

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 works with a series of independent technical agents located in key cities and markets throughout North America.

<http://www.apstpe.com>