

Press Release

KRAIBURG TPE Refines Fishing Lures with Cutting-Edge Thermoplastic Elastomers

Kuala Lumpur, November 2024

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KRAIBURG TPE, a global thermoplastic elastomers (TPEs) manufacturer, is proud to collaborate with Dranckrazy to improve fishing lure performance using cutting-edge [thermoplastic elastomers \(TPE\)](#). This sets a new standard in the industry with its exceptional functionality and design.

TPE Materials Enhance Fishing Lure Performance

KRAIBURG TPE's materials significantly improve fishing lures by providing exceptional flexibility and durability, allowing lifelike movements that mimic real prey. The soft texture improves skipping ability, ensuring accurate and smooth casts. Additionally, the material's strength guarantees precise motion with minimal wear. These lures also achieve optimal balance between neck-swinging action and minimal movement distance, effectively attracting fish with realistic and responsive actions.

Product Highlights and Advantages

The TPE Fishing Lure offers several key features and benefits:

- **Superior Skipping Ability:** The material allows the lure to push strongly against the water, providing powerful skipping action.
- **Effective Water Resistance:** Designed for use with both watered hooks and string weights, the lure performs efficiently around cover when submerged.
- **Realistic Action:** The soft and flexible TPE mimic the natural movement of prey to attract fish.
- **Shimmy Fall Action:** During descent, the lure's tail exhibits a shimmy fall action, enhancing its appeal and increasing strike potential.

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- **Dry and Smooth Handling:** The TPE material ensures the lure remains dry and smooth, eliminating any stickiness to provide a more comfortable and enhanced fishing experience.

“The TPE’s flexibility and durability have enhanced the lure’s action and longevity. The team’s exceptional support has made a significant impact, and the results are impressive. Looking forward to future collaborations!” remarked Masamichi Nishii, Sales Manager at Dranckrazy.

About Dranckrazy

Dranckrazy, founded as a fishing tackle manufacturer in Japan in 2012 has consistently developed new lures and rods to provide anglers with the essential tools needed for exploring various fishing grounds. Each product is meticulously designed and developed in-house. Additionally, all products undergo extensive field testing with testers from around the globe before being launched into the market.



(Photo: © 2024 KRAIBURG TPE)

For high-resolution photography, please contact Bridget Ngang
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KRAIBURG TPE (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

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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.