

SOFT TOUCH + DURABLE

GLOBAL CONSUMER ELECTRONICS BRAND

GAMING WHEEL GRIP

AVIENT SOLUTION

Versaflex™ CE TPE

WHY AVIENT?

- Replaced leather with a TPE to improve production efficiency through overmolding
- Provided a recyclable alternative to silicone, giving the customer the choice of more sustainable grip material
- Offered durable solution with good wear resistance and excellent chemical and oil resistance

LEARN MORE

KEY REQUIREMENTS

- Soft touch feel
- Good bonding with PC+20GF substrate
- Non-blooming surface finish