

# Setting new standards for functional sustainability with Hytrel® ECO B

## CHALLENGES

- How can plastics processors make products with exceptional performance which also have a reduced environmental impact?

## REQUIREMENTS

- Flexibility and resilience
- Excellent low temperature flexibility and toughness
- Broad service temperature
- Excellent fatigue resistance
- Excellent creep resistance

## SOLUTIONS

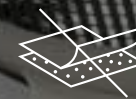
- Our new range of **Hytrel®** TPC-ET thermoplastic elastomers has up to 72% biomass content by weight, helping greatly reduce the environmental footprint of products in which it is used.
- Drop-in replacement: Manufacturers can easily switch from **Hytrel®** to **Hytrel® ECO B**, so they continue to get all of the great processing benefits and mechanical properties of **Hytrel®**, but at a lower impact on the environment.
- **Hytrel®** goes further than other TPEs in its ability to provide the strength of rubber, but still with the flexibility and aesthetics expected of a TPE. Other types of TPE are also soft and flexible, but rarely are they as durable and strong as **Hytrel®**. And now, with **Hytrel® ECO B**, we offer this unique mix of characteristics in a range of significantly more sustainable solutions.



Flexible



Durable



Strength  
and abrasion  
resistance



Lightweight



Biomass  
balanced



Low carbon  
footprint