



» APPLICATION BULLETIN

SOFT-TOUCH GRIPS FOR A **COMPETITIVE EDGE**

Infuse quality, comfort & high-end aesthetics into your designs with GLS™ Thermoplastic Elastomers by Avient.

YOUR EVERYDAY PRODUCT JUST GOT EXTRAORDINARY.

**Premium brand image.
Superior results.**

Outdoor enthusiasts today typically seek out products that enable them to do what they love more comfortably and efficiently. But even in the great outdoors, looks matter. A product that gives off a stylish, premium feel, while offering improved comfort and functionality, can attract buyers and often justify a higher price point. There's a way to achieve both form and function by adding a soft-touch, thermoplastic elastomer (TPE) grip. This simple addition to your design offers a practical way to improve your product's surface quality, add custom color and sensory effects, and it works with most substrates. A high quality, TPE grip from Avient offers an easy path to the ultimate end game—a happy, on-trend customer and a higher return on investment for you.



AN INVESTMENT THAT DELIVERS PREMIUM RETURNS.

Initial investment. Amped up profits.

We get it. Adding capital costs to any product development project is never easy. But by adding a TPE grip to an outdoor product, the perceived value and selling price skyrockets. Outdoor enthusiasts are passionate and are typically willing to pay that extra premium for a product that demonstrates value, durability, luxury and sporting esteem. Adding a TPE grip helps make your product pop and increases the likelihood that the consumer will choose it first. The premium selling price offsets the initial investment by a long shot, and helps you increase profitability.

LIFE CAN BE HARD, ADD SOME COMFORT.

Enhanced ergonomics and usability.

Improved safety.

Consumers want tools that help improve productivity and ease their pain points. By making those tools more comfortable to use with a soft-touch grip—whether it be a multi-purpose knife, a stand-up paddle or handle bar grips—the experience improves. And when working with outdoor equipment, the consumer's safety is imperative. Some TPE formulas produce a more secure grip, or you can make use of a custom texture for improved handling. Either way, adding a grip to your outdoor gear gives consumers a more pleasing overall experience.

HIGH PERFORMANCE OUTDOOR PRODUCTS THAT LAST.

Better materials. Improved durability.

Outdoor enthusiasts need gear that will stand up to the elements. When purchasing outdoor equipment, whether it is a walking stick or a crossbow, the consumer is typically willing to invest more money

when they feel confident they're getting higher performance. Avient can help improve your product with a soft-touch TPE grip as well as offer best practice approaches to overmolding with a large variety of substrates.

TRIED-AND-TRUE EXPERTISE FOR A MANUFACTURING WIN.

Superior materials and process expertise.

It's simple. You need to add value for your customers while keeping your production costs down. We understand this challenge, and can help you with quality TPE materials and the know-how that makes a difference. Take advantage of our experience with challenging overmolding applications, and avoid the potential for product failure.

Customer Needs: How Avient TPEs Stack Up	Overmolded TPE	No Grip/ Molded-In Texture
Premium Brand Image/Differentiation	Excellent	Poor
Premium Selling Price	Excellent	Poor
Premium Performance	Excellent	Poor
Comfort/Ergonomics	Excellent	Poor
Usability/Safety	Excellent	Fair
Durability	Good	Good
Processability	Good	Good
Total Production Costs	\$\$	\$
Raw Material Costs	\$\$	\$

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