

Press Release



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GTB Global Trade Berlin and Covestro: Cooperation for high-quality accessories

Robust TPU mobile phone cases

Joint branding for greater brand recognition

For the Apple iPhone products XS, XS Max and XR, the GTB Global Trade Berlin with its premium brands BlackRock and WhiteDiamonds, has developed a new series of innovative design cases which protect the high-quality devices in a unique manner. It is based on an ingenious concept and the use of a particularly robust material: a thermoplastic polyurethane (TPU) from Covestro with elastic and rigid components offers high impact and abrasion resistance.

The aim of the cooperation with GTB Global Trade Berlin GmbH, a company that is part of Hama GmbH & Co. KG and a leading developer of mobile radio accessories, is based on the common desire to develop high-quality and safe products.

Design und functionality

The new range of cases is designed elaborately and for different target groups (<https://white-diamonds.com/> and <https://blackrock-mobile.com/>). The cases are available in various designs and finishes. What they have in common is the good shock absorption of the outer case shell – one of the typical features of TPU plastic, in addition to scratch and slip resistance. Small air cushions provide additional protection by distributing the impact energy onto the case to protect the interior of the device.

On the outer packaging consumers will find the logos of Covestro and GTB Global Trade Berlin. Both companies want to use this to communicate their quality and safety commitment at the point of sale (POS). To promote the products to this target group, they rely on broad market coverage, primarily through distribution via large electronics retail chains.



Versatile plastics

Covestro is one of the world's leading TPU producers. The company operates regional organizations in Asia, North America and Europe for innovation, production, application technology and sales of versatile plastics. Four of the six production sites worldwide are located in Asia alone. The material for the smartphone cases is also produced there.

"This positioning allows us to serve our customers efficiently and flexibly around the world," says Ulf Wentzien, Global Head of Industrial Marketing for the Coatings, Adhesives, Specialties segment at Covestro, to which the TPU products belong. "This lets us, for instance, adapt well to the rapidly changing requirements of the electronics industry in Asia and aids in making the necessary decisions."

About Covestro:

With 2017 sales of EUR 14.1 billion, Covestro is among the world's largest polymer companies. Business activities are focused on the manufacture of high-tech polymer materials and the development of innovative solutions for products used in many areas of daily life. The main segments served are the automotive, construction, wood processing and furniture, and electrical and electronics industries. Other sectors include sports and leisure, cosmetics, health and the chemical industry itself. Covestro has 30 production sites worldwide and employs approximately 16,200 people (calculated as full-time equivalents) at the end of 2017.

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