

Korea's LG expands advanced materials business globally focusing on antimicrobial properties

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Globally introducing innovative material that offers antibacterial and anti-fungal properties



South Korea-based LG Electronics is accelerating the global expansion of its advanced materials business with LG PuroTec, an antimicrobial glass powder designed for diverse B2B applications. The company is targeting global markets – including across Asia – with this innovative material that offers antibacterial and anti-fungal properties.

At Chinaplas 2025, being held in Shenzhen, Guangdong, China, LG showcased its lineup of PuroTec to the international B2B market. LG highlighted the wide applicability of PuroTec to B2B customers, and also introduced diverse use cases in home appliances, construction materials, medical devices and textiles that PuroTec can be applied to.

PuroTec can be blended into materials like plastic, paint and rubber to provide antibacterial and anti-fungal effects that can help prevent odors, contamination and discoloration caused by microorganisms. Even in small quantities, it maintains excellent efficacy and mixes easily with various base materials, enhancing its value across manufacturing sectors.

As part of its global expansion strategy, LG plans to introduce PuroTec in Europe and North America, with a major showcase planned at K 2025 in Düsseldorf, Germany, this October.