



Patented G2 Pelletized Colorant From Carolina Color Corporation Solves “Pearl” Color Molding Challenges For ICE BREAKERS Packaging

THE CHALLENGE: OVERCOMING THE PROCESSING LIMITATIONS OF PEARL LIQUID COLORANT.

Color concentrates can be very complex and typically require extra care during processing to ensure that specified color results appear authentic.

A case in point is the use of liquid pearl colorants by the team responsible for packaging mint-flavored *ICE BREAKERS*. Although pearl coloring met the basic aesthetic and manufacturing needs, continual processing challenges persisted.

SPECIFICALLY: the window of time for effective use of pearl liquid color is constrained by the product’s limited shelf life. That fact often resulted in the need to shut down production in order to stir the colorant. That, in turn, increased overall production costs.

ALSO: pearl liquid color concentrates are messy to handle during the stirring, a characteristic that added to both processing and housekeeping times.

As a consequence of these obstacles to ease-of-use, the *ICE BREAKERS* packaging team made the decision to seek an alternative product to achieve the desired pearl color.

THEIR SOLUTION: **G2** from Carolina Color Corporation --- a patented, pelletized product and process that represents the first truly revolutionary technology since liquid color.

THE SOLUTION: **G2** FROM CAROLINA COLOR CORPORATION — PROVIDING THE HIGHEST PIGMENT LOADED CUSTOM COLORS AVAILABLE.

The *ICE BREAKERS* packaging team benefited immediately from the switch because **G2** does not have a limited shelf life, thereby eliminating the need for constant monitoring and frequent line shutdowns to allow for extra agitation.

As added bonuses, **G2** reduced flow lines that had frequently appeared on packages produced using pearl liquid colorants. Moreover, **G2** enabled quicker, more cost-effective color change-overs with less purge and reduced downtime. This was particularly important for processing the large variety of colors involved in the packaging program.

Because of the successes achieved in efficiency by using **G2** as a replacement to pearl liquid color, **G2** was ultimately selected to replace all other liquid colors in use for *ICE BREAKERS* packaging. Pellet color feeders were integrated into the production line at the throat, resulting significant overall cost reductions.





MORE BENEFITS OF G2:

In 2008, Carolina Color patented **G2**, a revolutionary new product in which pigments and additives are highly loaded, exceptionally well-dispersed, and can effectively distribute in both large and small parts. The qualities of this next-generation product enable manufacturing possibilities that save time, space and money. Most packaging manufacturers see up to 30% cost-to-color reduction, along with letdown rates that match or exceed liquid colors.



JOIN THE **G2** REVOLUTION

Carolina Color's G2 product line has proven performance in diverse applications, including outdoor durables, packaging, industrial, non-automotive transportation, and much more. Convertors continue to be impressed by this game-changing technology. Whether it is injection, extrusion, rotational, structural foam, blow, sheet, pipe, or profile molding, G2 continues to hit the mark.

Carolina Color Corporation --- a successful, family-owned company since 1967 --- serves colorant needs from ISO 9001:2008 certified locations in North Carolina and Ohio. For more information about G2 visit: www.carolinacolor.com.



carolina color corporation

Salisbury, North Carolina
Carolina Color Corporation
P.O. Box 486
100 East 17th Street
Salisbury, NC 28145
704-637-7000
704-637-7286 (fax)

Delaware, Ohio
Carolina Color Corporation
100 Colomet Drive
P.O. Box 690
Delaware, OH 43015
740-363-6622
740-363-6833 (fax)

www.carolinacolor.com