

Carolina Color G3 product line trial produces impressive results for blow molding bottle



Color is a critical feature for every brand needing to positively differentiate itself on shelves next to competing products, especially in the competitive world of blow-molded bottles. Every blow molder wants great color---with reduced color cost at the same time.

How is this accomplished?

Carolina Color's G3

Carolina Color introduced G3 colorant in 2015. G3 offers blow molders cost savings eclipsing any other pellet or liquid technology. The G3 product line is able to load pigments and additives to levels never considered, let alone achieved, in a commercial product. The advanced G3 pellets are exceptionally well dispersed and effectively distributed in both large and small parts, improving the physical and visual properties of a blow-molded bottle. In addition, G3 delivers considerable cost-saving possibilities. Since G3's introduction, many plastic processors in the packaging industry are making a switch.

The Blow Molding Bottle Trial:

Carolina Color recently participated in a trial with one very large blow molder in the packaging industry. The company had been impressed with their current suppliers let down ratio, however, after talking with the team at Carolina Color they agreed to trial G3.

The incumbent supplier's color concentrate had a recommended let down ratio of 2.5%. Carolina Color made the decision to run two tests with different let down ratios of 1.5% and 1.7% respectfully. By running the trial at these lower let down ratios, Carolina Color knew they would be able to demonstrate G3's ability to lower overall cost.

During the blow molding trial, Carolina Color's G3 achieved the proper color specification at a 1.14% average usage while the competitive material's actual average usage rate was 5.96%. Post-trial analytical testing confirmed that Carolina Color's G3 concentrate contained 65% pigment versus 26% in the traditional concentrate--a roughly **40%** loading/coloring advantage for G3.

The Testing method used for the bottles produced on the line:

Thermogravimetric Analysis (TGA): *The decomposition of the concentrate was tested from 40°C to 650°C @20°C/min in nitrogen to obtain the total residue of the concentrate and bottle samples. Samplings were taken from the two (2) areas (i.e., Front and Side) of the bottles and each of the concentrates was measured in triplicate.*

Most importantly, Carolina Color did not need to make any changes to the blow molder's processing parameters during this trial, eliminating any additional challenges for the manufacturing team.

Contact Carolina Color To Run Your Trial

Carolina Color welcomes blow molders to connect with the team to conduct a G3 trial, review the current testing results, and learn more about the total cost advantages when making the switch to G3.

Carolina Color provides customers with full-service production

capabilities and complete laboratories for color matching, testing, and analytics. Carolina Color, a 3A1 Dun & Bradstreet-rated company, has one of the strongest balance sheets in the industry. The company's core strength comes from its ability to innovate and maintain strong relationships with the finest suppliers of resins, pigments, dyes, and additives.

For more information about **Carolina Color**, visit:
www.carolinacolor.com