

Carolina Color's G3 gains ground against liquid color for packaging applications.

Learn more at Pack Expo, September 25-27, 2017,  
Las Vegas, Booth S-6711

*Overheard at a large packaging customer: "I thought this G3 stuff was a joke and wouldn't work. How the hell did you do this?"*

Historically, the packaging industry considered liquid color as the lowest cost colorant technology. Carolina Color's G3 has usurped that position and done so with a solid pellet form, setting a new gold standard in the color concentrate industry.

*Recent comments by packaging process engineers about G3: "We have had several issues with liquid over the past few years with settling/separating. We are thinking we would be better off going back to a pellet option like G3 that is just as cost effective."*



*Photo Caption: G3 has been cost effective option for caps and closures*

G3 achieves even greater improvements, in the case of pigments and dyes, doing so via a total systems approach. It is a whole new way of producing color and additive concentrates.

G3 can be used on just about any resin system. G3 achieves 20 percent or more increased pigment loading levels in polyethylene and polypropylene – without penalties in terms of the processing rate or pigment dispersion. Some G3 customers have formulations with up to 45 percent organic pigment for the packaging market. In addition, G3 technology is capable of

50 percent or more pearlescent pigment, nearly doubling the former industry standard of 30 percent.



*Molders of Polystyrene (PS) foam packaging for poultry, meat, vegetables, and eggs are extremely cost sensitive. Carolina Color's R&D team knew their G3 technology could exceed the standard current loading rates of 24 to 27 percent. Recent trial runs for a PS foam customer produced record color-loading rates of 43 percent.*

To learn more about Carolina Color's G3 and G2 make sure to stop by at Pack Expo 2017 Booth S-6711

Carolina Color **G3** color pellets for the plastic processor is effective in diverse applications such as packaging, housewares, lawn and garden, and transportation. In 2008, Carolina Color patented G2, an innovative product in which pigments and additives are highly loaded, exceptionally well dispersed, and can effectively distribute in both large and small parts.

Carolina Color's North Carolina and Ohio locations provide customers with full-service production capabilities and complete laboratories for color matching, testing, and analytics. Carolina Color, a 50-year-old company and 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 as well as maintain strong relationships with the finest suppliers of resins, pigments, dyes and additives. For more information about **G3 and G2**, visit: [www.carolinacolor.com](http://www.carolinacolor.com).