

Carolina Color's G3 letdown ratio impresses major plastic cups molder to make the switch from current supplier.



Holding a red or blue beverage cup at parties, events, and celebrations has become a tradition. So much so, that molding these cups is big business. Anytime a plastic product, such as this cup, is in high demand, means that the molders are producing high quantities every day. Producing products at these numbers means that every penny saved adds up to large sums over the course of the year.

When Carolina Color introduced G3 to a large plastic cup molder and told them of the possible reduction in letdown ratios. They immediately ordered 1,000 lbs. of red for a test run of the multilayered cup.

The molder saw the letdown ratio go from 1.5% from the current supplier to .70%. The molder was so impressed that they are now running Carolina Color's red G3 exclusively for the red cups. Next, the molder ran a similar test for a blue cup they also produce.

The letdown ratio for the blue cup went down to .75%.

The molder has been so impressed with the results that the company plans to run out of current supplies of the blue and replace it with G3. Moreover,

it is planning to test G3 for a line of HIPS thermoformed plates they currently produce.

About G3:

1. The G3 product can be used in just about on any resin system.
2. It achieves 20% or more increased pigment loading levels in polyethylene and polypropylene—without compromising pigment dispersion.
3. G3 offers formulations with 40-45% loading of dyes in HIPs, PET, Nylon, Crystal Styrene and Acrylic.
4. Offers formulations with 50% or more pearlescent pigment, nearly doubling the former industry standard of 30%.

Carolina Color is a family-owned business that manufactures color concentrates for the plastics industry from ISO 9001:2008 certified locations in Salisbury, NC and Delaware, OH. These facilities provide 500+ customers with full-service production capabilities as well as comprehensive labs for color matching, quality control and analytical testing. Carolina Color is capable of producing over 25 million pounds annually.

For more information: [www.carolinacolor.com](http://www.carolinacolor.com)