

ELECTRICAL APPLIANCE BRAND

HOUSEHOLD PRODUCTS IN RECYCLED ABS AND PS

AVIENT SOLUTION

PCR Color Prediction Service

WHY AVIENT?

- Worked with the brand owner to test multiple styrenic grades and understand the best fit across colors and recycled resins
- Supported integration of multiple resin solutions for the best rendering and aesthetics in rABS and rPS
- Helped approve 7 colors to be launched within the forthcoming 18 months

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KEY REQUIREMENTS

- Support to qualify a new raw material sourcing process
- Color prediction feasibility for new material grades
- Color design guidance to maintain brand identity and differentiation
- Color solutions that work with mixed grades of rABS and recycled polystyrene

