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# PACKAGING & Print Media

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Anti-yellow additives work on lab values, correcting not only the yellow index, but also the green and red off-shades produced by rPET in preforms.



## Blending the right ratios

**IN the cost-competitive consumer goods sector, where primary packaging needs to protect the product, extend shelf-life and be eye-catching and highly recognisable on retail shelves, converters and masterbatch colour/additive suppliers need to co-operate closely to find the most beneficial solutions to these disparate requirements.**

So says Lucia Buffoni, Repi's marketing manager, who goes on to note that brand owners are under increasing pressure because those products are fast moving and have relatively small profit margins, while potential production failures and scrap represent dramatic costs for packaging converters; especially when taking ever-shorter production cycles, thin wall thicknesses and high machine output into account.

However, she adds, liquid additives are available that can improve this scenario – for instance additives to help homogeneous blowing of PET preforms; processing aids that prevent scratches on preform surfaces; and intrinsic viscosity enhancers that stabilise the mechanical properties of recycled PET containers.

These additives are available in liquid form and they can be blended with liquid masterbatch colours to make all-in-one products. 'This creates a highly cost-effective solution, which only needs to be dosed at very low percentages,' Lucia emphasises.

### rPET on the rise

Repi has also tracked the trend towards increased use of recycled plastics to produce packaging, especially rPET in preforms and sheets for food, beverages, household and personal care products.

Here Lucia identifies the challenges inherent in regaining the original appearance associated with virgin polymers, particularly correcting the slight off-shade and dullness that rPET can produce. 'The off-shade problem can be overcome by choosing the appropriate anti-yellow additive for the rPET, which can consequently be used at even 100%. A limited dosage is enough to get the desired result (between 0.005% and 0.02%). This additive works on the lab values, correcting not only the yellow index, but also the green and red off-shades,' Lucia explains.

The dullness issue can be resolved through the use of optical brighteners – independently or blended with liquid colours – to improve gloss and/or enhance the whiteness of containers, depending on the application.



**A NONCOLOUR TECHNOLOGY**  
PERFORMANCE ADDITIVES FOR PACKAGING