



KEY REQUIREMENTS

- Increase post-consumer recycled (PCR) content to help meet state minimum standards
- Improve color consistency to achieve global brand harmony and enhance on-shelf presence

INCREASED PCR + CONSISTENT COLOR

LEADING HOUSEHOLD GOODS MANUFACTURER

LAUNDRY DETERGENT BOTTLE

AVIENT SOLUTION

OnColor™ Polymer Colorants –
Super Concentrated Formulation

WHY AVIENT?

- Raised PCR level to 40% of the bottle weight, meeting sustainability goals and minimum PCR content regulations
- Reduced thickness of outer bottle layer by 30% while increasing opacity, and removed colorant from middle layer
- Delivered improved color consistency
- Offered cost savings with a concentrated solution
- Deployed on-site scale-up support at all converter locations

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