Until now, silicone has been the only material for white or light-colored phone cases that resists staining when in contact with blue jeans. Silicone’s excellent resistance to staining, however, comes with some trade-offs - limited design freedom, long lead times and supply chain challenges.

Versaflex™ CE 3320-70 is the first of its kind and only blue jean stain resistant thermoplastic elastomer for white and light-colored phone cases. Offering premium blue jean stain resistance on par with silicone, this material increases design freedom, boosts speed to market capabilities, and enhances supply chain flexibility at a significantly reduced cost.

![Comparison of Silicone, Versaflex CE 3320-70, and TPU cases]

- **Silicone**: 500 cycles
- **Versaflex™ CE 3320-70**: 100 cycles, 500 cycles
- **TPU**: 100 cycles, 500 cycles
HOW BLUE JEAN STAIN RESISTANT TPES MAKE THE DIFFERENCE FOR WHITE AND LIGHT-COLORED PHONE CASES

**Achieve blue jean stain resistance** – Versaflex CE 3320-70 is the first thermoplastic elastomer able to keep white and light-colored phone cases from staining when in contact with blue jeans.

**Increase design freedom** – Our material enables enhanced design freedom through overmold adhesion to common polycarbonate substrates.

**Increase speed to market** – Avient TPEs have a shorter lead time than silicone and can be processed quickly on high speed injection molding equipment.

**Enhance supply chain flexibility** – Unlike silicone, which is limited by a complex silica mining supply chain and manufactured in silicone-only factories, Avient TPEs can be processed by any injection molding manufacturer.

**Reduce overall costs** – Versaflex CE 3320-70 has lower manufacturing and total part costs compared to silicone.

---

<table>
<thead>
<tr>
<th>VERSAFLEX CE 3320-70</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Color</strong></td>
<td>Clear</td>
</tr>
<tr>
<td><strong>Hardness</strong></td>
<td>70</td>
</tr>
<tr>
<td><strong>Tensile Strength (PSI)</strong></td>
<td>1788</td>
</tr>
<tr>
<td><strong>Elongation %</strong></td>
<td>373</td>
</tr>
</tbody>
</table>

---

To learn more or request a sample, visit avient.com or call +1.844.4AVIENT (1.844.428.4368).

---

Copyright © 2020, Avient Corporation. Avient makes no representations, guarantees, or warranties of any kind with respect to the information contained in this document about its accuracy, suitability for particular applications, or the results obtained or obtainable using the information. Some of the information arises from laboratory work with small-scale equipment which may not provide a reliable indication of performance or properties obtained or obtainable on larger-scale equipment. Values reported as “typical” or stated without a range do not state minimum or maximum properties; consult your sales representative for property ranges and min/max specifications. Processing conditions can cause material properties to shift from the values stated in the information. Avient makes no warranties or guarantees respecting suitability of either Avient’s products or the information for your process or end-use application. You have the responsibility to conduct full-scale end-product performance testing to determine suitability in your application, and you assume all risk and liability arising from your use of the information and/or use or handling of any product. AVIENT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, either with respect to the information or products reflected by the information. This literature shall NOT operate as permission, recommendation, or inducement to practice any patented invention without permission of the patent owner.