

SPECIALTY PACKAGING SOLUTIONS

ADD WEIGHT AND AESTHETICS TO YOUR LUXURY PACKAGING CLOSURE DESIGNS WITH DENSITY MODIFIED FORMULATIONS



Consumers of luxury cosmetics and spirits tend to perceive added value from packaging that incorporates weight, aesthetics, and visual surface effects into the design. When designing with metals like aluminum, zinc, iron, steel, and other alloys, you may face processing challenges and complexity. Injection-moldable Gravi-Tech™ density modified formulations can help you achieve the evenly distributed weight, complex designs, and visual surface effects of metal without the extra costs and steps associated with die cast mold tooling or secondary assembly operations.

HOW GRAVI-TECH MAKES THE DIFFERENCE FOR PACKAGING CLOSURES IN THE LUXURY COSMETICS AND SPIRITS MARKETS

FOR BRAND OWNERS

Create a weighted closure for a luxury brand product – Gravi-Tech is a high density, injection moldable material which can be as lightweight as plastic or up to four times as heavy as aluminum.

Achieve complex designs without expensive tooling – Gravi-Tech material can be injection molded into unique part shapes utilizing lower cost molds made of P20 or H13 steel.

Add visual surface effects and aesthetics without complexity – You can achieve various aesthetic appearances using Gravi-Tech material such as color variation, metallic finish, or marbling and swirling.

Use non-formaldehyde materials – Gravi-Tech materials are FDA compliant* and based on a non-formaldehyde formulation.

FOR CONVERTERS

Compete in premium markets – Gravi-Tech material's luxury aesthetics allow plastics converters to reach new markets by competing against aluminum, zinc, iron, or steel and other alloys.

Add weight while simplifying your processing steps – Simplify your manufacturing process by injection molding a weighted, finished part in one step rather than adding a metal weight.

Reduce the number of parts – By injection molding Gravi-Tech material, you will no longer need to assemble multiple parts to achieve added weight.

Evenly distribute the weight – Injection-moldable Gravi-Tech material provides consistent weight distribution across the packaging component.

*Please contact Avient for additional information



	GT5200-0013	GT7300-0006	GT7300-0010 PVD 2.0	GT6000-0008 PVD 2.0	GT6000-0007 PVD 2.5	GT6000-0004	GT5200-0016 PVD 3.0	GT5200-5025	GT7300-5020 NATURAL FD	GT5200-5009 BLACK SO FD	GT5200-5044	GT5200-5016 X2 BLACK FD	GT7300-5007 X1 WHITE FD	GT7300-5003 BLACK FD	GT5200-5003 BLACK FD	GRV PP-030-IO BLACK FD	GT6000-5025 X2 GREY	GT6000-5025
Specific Gravity*	2	2	2	2	2.5	3	3	1.25	1.6	1.85	2	2	2.2	2.5	2.5	3	3.8	4
Electropolating	No	Yes	Possibly	Possibly	Possibly	Possibly	Possibly	Possibly	Yes	Yes	Yes	No	Possibly	Possibly	Yes	No	No	Yes (Stone Effect)
Physical Vapor Deposition (PVD)/Vacuum Metallization	Possibly	Possibly	Yes	Yes	Yes	Possibly	Yes	Possibly	Possibly	Possibly	Possibly	Yes	Yes	Yes	Yes	Yes	Yes	Possibly
Base Resin	PP	ABS	ABS	PA6	PA6	PA6	PP	PP	ABS	PP	PP	PP	ABS	ABS	PP	PP	PA6	PA6
Base Color	White	Black	Grey	Beige	Black	White	Black	Natural	Natural	Black	Beige	Black	White	Black	Black	Black	Grey	Grey
FDA Compliant*	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No
Filled	Mineral	Mineral	Mineral	Mineral	Metallic	Mineral	Metallic	Mineral	Mineral	Mineral	Mineral	Metallic	Mineral	Metallic	Metallic	Metallic	Metallic	Metallic
Region Produced	North America	North America	North America	North America	North America	North America	North America	Europe	Europe	Europe	Europe	Europe	Europe	Europe	Europe	Europe	Europe	Europe

* Please contact Avient for additional information.



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

Copyright © 2021, 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.