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

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