

PRODUCT BULLETIN

# Rejoin™ PCR Colorants

Rejoin™ PCR Colorants use post-consumer recycled (PCR) material as a carrier resin to effectively enable 100% PCR packaging.. It replaces virgin resin in the process, allowing brand owners to achieve their most aggressive sustainability goals—a bottle or part manufactured with 100% PCR. Using Rejoin PCR Colorants helps companies enhance brand reputation while meeting their customers' demand for more sustainable packaging.

With Rejoin PCR Colorants, formulations can include both pigments and functional additives in one solution. Color and mechanical properties are not negatively affected during manufacture. Rejoin can be added during production using standard equipment with no change to current process.

## KEY CHARACTERISTICS

- Enables 100% PCR packaging
- Helps companies meet sustainability goals
- Replaces virgin resin, reducing total energy consumption and limiting emissions*
- Combines colorants and functional additives in one solution
- Allows for full recyclability of the end product
- Provides a lower carbon product footprint than traditional masterbatch
- Suitable for use in polyethylene (PET) and polypropylene (PP) as well as in rPET and rPP applications

## MARKETS AND APPLICATIONS

Rejoin PCR Colorants are designed for use in a broad range of applications, including household and personal care packaging, consumer goods, or food and beverage containers.

*APR's 2018 Life Cycle Inventory Analysis

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