

## CASE STUDY



**CUSTOMER** Billion dollar consumer packaging company

**END APPLICATION** PET Long Life Monolayer White UHT Milk Bottles

**CUSTOMER PROBLEM** Auto-oxidation of lipids and photo-oxidation of riboflavin occur when light penetrates a UHT milk bottle, which gives the milk an undesirable taste and smell. At the time that the customer came to Americhem, there was no technology in PET bottling that could block out enough of the UV rays to provide a long lasting UHT milk.

**AMERICHEM SOLUTION** Americhem developed a monolayer technology with an opacity package in a masterbatch form instead of the precolored resin the customer was using prior to. Americhem brought in a masterbatch technology enabling the customer to dose it with regular PET bottle resin at a certain percentage with opacity. This provided the customer with an efficient way to deliver long life UHT sterilized milk.

### AMERICHEM PRODUCT DESCRIPTION

- **NAME:** Milk White
- **COLOR:** UHT White
- **COMPLIANCES:**
  - FDA 21 CFR for indirect food contact applications
  - COMMISSION REGULATION (EU) No 10/2011
  - China GB9685-2008

**VALUE PROPOSITION** Through R&D, Americhem was able to provide a high opacity masterbatch package at a lower cost. The cost benefit comes from being able to dose less and consumes less by using this technology. This product was formulated to be 100% recyclable post use of the product, but can also be used with recycled polymers and thus reduce plastic waste.

**CUSTOMER SUCCESS STORY** The customer's business increased by taking more of the UHT milk market share through the implementation of this new technology for PET bottle packaging instead of carton packaging.

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