



KEY REQUIREMENTS

- Guidance on recycled resin formulations to establish the correct color solutions
- Color solutions that work with mixed grades of PCR
- Development of a customer palette of colors in approved, recycled resins
- Compliance with toy regulations; no compromise on quality or safety

EARLY LEARNING CUSTOMER INJECTED PARTS

AVIENT SOLUTION

PCR Color Prediction Service

WHY AVIENT?

- Created a process with the brand owner to overcome PCR coloring challenges and ensure the launch of recyclable products
- Helped the brand owner towards its objective to have 100% of sustainable products by 2030 within its portfolio without impacting the play value of the products
- Established an ongoing process of formulation with 50% of the portfolio already approved in multiple recycled resins

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