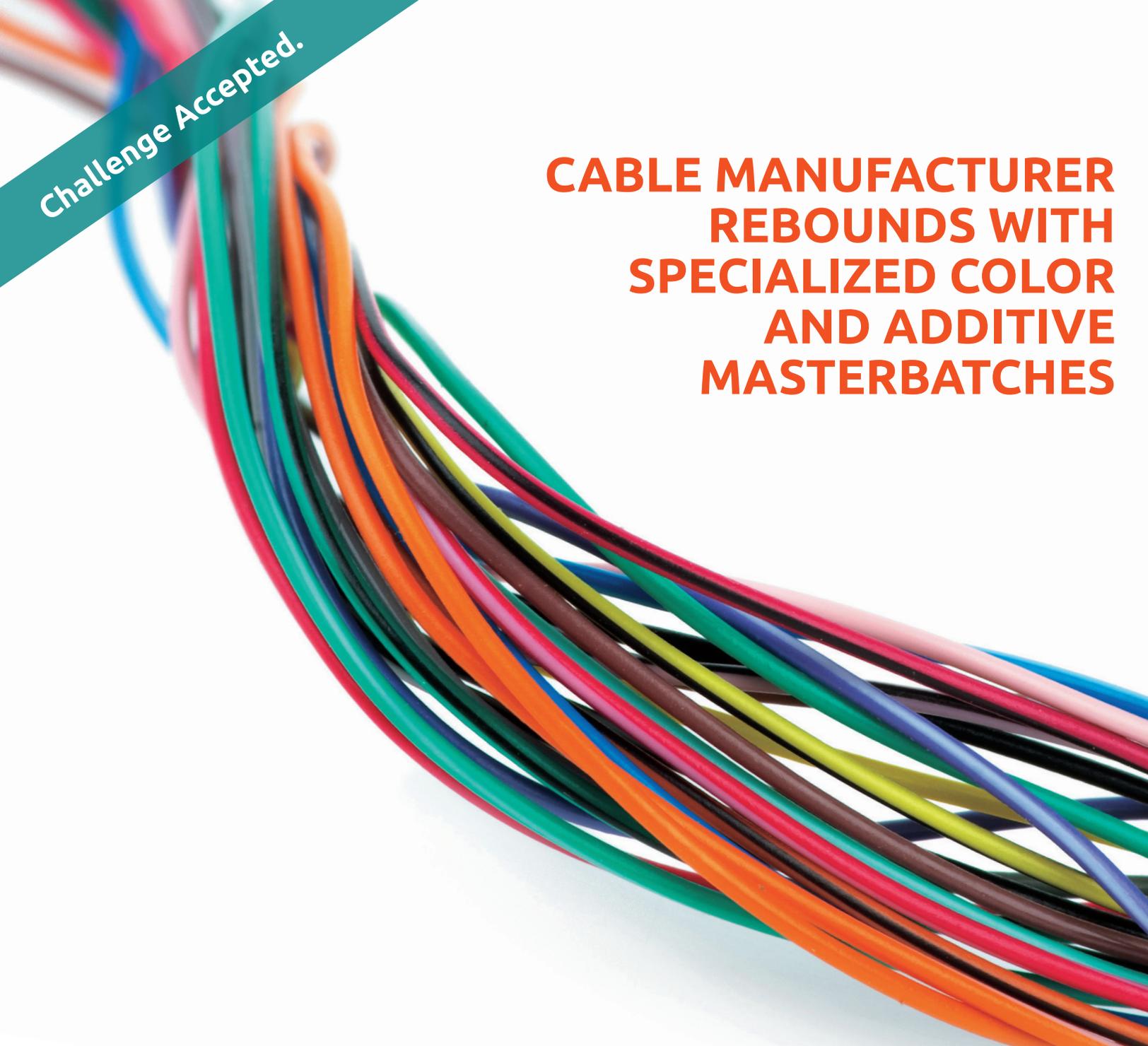


Challenge Accepted.

CABLE MANUFACTURER REBOUNDS WITH SPECIALIZED COLOR AND ADDITIVE MASTERBATCHES



 AVIENT™

» CASE STUDY: COLORANT CHROMATICS™





COLLABORATION HELPS FLUOROPOLYMER CABLE MANUFACTURER WIN BUSINESS, CUT COSTS

THE CHALLENGE

A leading manufacturer of data cables in Zhuhai, China, ran into a serious challenge. With customers across the globe, the company places high standards on its products. Finding suppliers of fluoropolymer color and additive masterbatches able to meet its standards has not always been easy. The challenge arose when the company began working with a local supplier, in an effort to keep logistics easy to manage.

It soon became clear that any advantage gleaned from the supplier's location was offset by its inability to consistently monitor output quality. That inconsistency led to masterbatches that included lumps and lot-to-lot color differences.

The manufacturer's cable lines, in turn, saw a higher scrap rate, which led to delayed deliveries to customers and eventually to the need for price hikes. This created competitive pressures and potential loss of business.

In addition to all of these challenges, the local masterbatch supplier couldn't provide the proper documents to certify the materials met Reduction of Hazardous Substances (RoHS) and Registration, Evaluation, Authorization and Restriction of Chemicals (REACH) requirements. Without these documents, the manufacturer couldn't market its products to international customers.

THE SOLUTION

When the cable manufacturer reached out to Avient for a solution, its polymer science experts teamed up with the manufacturer to review quality standards, manufacturing practices, and the cable performance its customers required.

Because every pound of scrap can lead to higher costs and the potential loss of hard-earned customers, the

Avient team worked overtime to develop a formulation that could be easily integrated into the manufacturer's production lines.

The new Colorant Chromatics™ masterbatch was delivered in a sample quantity that supported adequate testing by the cable manufacturer.

THE IMPACT

Avient's comprehensive technical collaboration quickly found solutions to the customer's myriad challenges. To allay any concerns about leaving its local supplier, the team prepared enough stock, based on the manufacturer's rolling forecast, to keep delivery times to a bare minimum. Lead times for meeting customer orders shrank from four weeks to one.

With the help of Avient's color design service, the company was able to develop new product lines that paved the way for additional revenue from new and existing customers. With RoHS and REACH documentation on all masterbatch orders, international customers were an option once again.

On its manufacturing lines, the transition to Colorant Chromatics fluoropolymer color concentrates helped slash its scrap rate from 10% to less than 5%. Production efficiency also increased 20%.

Combined, these improvements enabled the company to compete on quality and operate profitably while gaining new business.

To learn more about Avient's Colorant Chromatics solutions for fluoropolymers, contact us at info@avient.com.