



## » PRODUCT BULLETIN

# Rejoin™ PCR Masterbatch for Polyolefins

Rejoin™ PCR Masterbatch uses post-consumer recycled (PCR) polyolefin 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 Masterbatch helps companies enhance brand reputation while meeting their customers' demand for more sustainable packaging.

With Rejoin PCR Masterbatch, 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

## MARKETS AND APPLICATIONS

Rejoin PCR Masterbatch for polyolefins is designed for bottles used in household and personal care consumer goods, such as shampoo, soap and cleaning products.

\*APR's 2018 Life Cycle Inventory Analysis

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