



**FOR IMMEDIATE RELEASE**  
August 15, 2018

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## **Milliken to Feature at Pack Expo 2018 Broad Portfolio of Plastic Solutions that Address Major Packaging Trends**

*Company's Advanced Technologies Help Packaging Customers Optimize Clarity, Improve Sustainability and Enable Leading-Edge Design Innovation*

**Spartanburg, S.C.** - Milliken & Company will feature at Pack Expo 2018 (booth #E8644) its expansive portfolio of plastic packaging solutions. These advanced materials meet consumer demand for packaging that conveys clarity and quality, contributes to a healthier planet and enables innovative, flexible designs.

Milliken will be spotlighting the following technologies for polypropylene (PP), polyethylene (PE) and polyethylene terephthalate (PET) packaging:

- NX™ UltraClear™ Solutions for exceptional clarity in injection-molded, blow-molded and thermoformed PP packaging
- UltraGuard™ Solutions for improved barrier performance, downgauging and increased shelf life in PE
- UltraFit™ Solutions for the efficient production of various colored PP and PE parts with identical dimensions in the same mold
- UltraFast™ Solutions for reduced cycle time and higher productivity of PE and PP packaging
- UltraBalance™ Solutions to control isotropic shrinkage, reduce warpage and improve impact in PP and PE
- ClearTint™ colorants for PP and PE, which deliver bright, clean and glass-like transparent colors
- ClearShield™ UV absorber for PET, which protects fragrances, colors and other ingredients that are susceptible to degradation under high UV wavelengths

“Our mission to create innovative, sustainable packaging solutions with our customers is guided by our determination to understand market trends and the needs of consumers,” said Herrin Hood, global marketing director, Plastics Additives business, Milliken Chemical. “The packaging industry is very dynamic, and innovations in design, production, disposal and recyclability continue to evolve along with consumer preferences, regulatory requirements and competitive forces. Our additive technologies help the packaging industry respond to these trends quickly, on multiple fronts.”

## **Optimizing Clarity**

Clear packaging addresses several trends by meeting consumer demand for high quality, not only in food packaging but in traditional consumer packaged goods as well. A recent survey of consumers conducted by C+R, a market insights agency in Chicago, Ill., found that for many respondents, clarity in packaging equates to quality, freshness and value, and therefore reflects positively on the retailer and brand. When used for personal care and home and laundry care products, clear packaging allows the product to show through and minimizes the need for elaborate images or descriptions.

Milliken's NX UltraClear PP is the first plastic to combine glass-like clarity for improved aesthetics with heat resistance for hot-fill capability and microwaveability. It is therefore ideal for fresh-to-go food packaging in cold or hot applications. In home and laundry care and personal care packaging, NX UltraClear PP allows consumers to see how much product they are using, which reduces waste. This also allows brands to better differentiate their products and increase shelf appeal in a competitive retail setting.

## **Increasing Sustainability**

The increasingly critical global effort to reduce the environmental impact of plastics packaging on land and in the oceans have motivated manufacturers to minimize packaging sizes, weights and amounts, and increase the possibility of recycling and reuse. Milliken's focus on additives for PP, PE and PET, which are easily recycled resins, supports these initiatives, and the company's additive solutions give the industry valuable tools for advancing sustainability.

For example, by using Milliken's UltraGuard Solutions for PE, brands can reduce the amount of plastic usage by up to 30 percent without sacrificing oxygen or moisture barrier properties. Products that require barrier protection, such as pharmaceuticals, nutraceuticals and nutritional drinks, can be packaged in thinner bottles that are made with this Milliken technology. UltraGuard Solutions can also be used to streamline the design of caps and closures while maintaining desired protection.

Also, microwaveable food packaging made with NX UltraClear PP avoids the need to use multiple containers, as consumers can heat, eat and reheat food in the same package in which it was purchased. This helps to control the amount of single-use packaging disposal and encourages a longer lifecycle for the plastic.

Finally, faster processing with UltraFast Solutions can reduce energy use, while higher part quality and consistency delivered by UltraBalance Solutions minimize plastic scrap and waste.

## **Expanding Design Innovation**

Packaging designs are evolving to meet the needs of consumers, retailers and brand owners. For example, the industry has been creating small, flexible, lightweight packages for the perimeter of stores to accommodate the grab-and-go "snackification" trend, where frequent, smaller snacks are replacing traditional meals. Supermarkets are also looking for innovative packaging for such items as detergent and personal care products, to draw younger consumers into the center aisles of the store.

Milliken's solutions help designers succeed with new packaging concepts. Some of the company's masterbatches improve dimensional stability to support complex designs, while the company's NX UltraClear PP and ClearTint colorants contribute to fresh, eye-catching aesthetics. They also allow for unique in-mold labeling and transparent windows to showcase products.

Milliken's ClearShield UV absorber is another example of a technology that contributes to design innovation in packaging. It helps to improve product shelf life while supporting the "clean label" movement by enhancing the barrier properties of the packaging to help avoid incorporating additives in the product itself. At Pack Expo, Milliken will display various products in PET packages with and without ClearShield absorbers to demonstrate protection vs. degradation under UV exposure.

The company will also be exhibiting a variety of high-performance, highly aesthetic packaging solutions that use its other materials. These will range from shampoo, detergent and personal care bottles, to different types of food storage containers, pharmaceutical bottles, and caps and closures. Milliken will also be displaying five-gallon pails produced with its UltraFast Solution.

Pack Expo 2018 will be held in Chicago, Ill., at McCormick Place, Oct. 14-17, 2018.

### **About Milliken**

Milliken is an innovation company that has been exploring, discovering, and creating ways to enhance people's lives since 1865. Working from our laboratories, application and development centers around the world, our scientists and engineers create coatings, specialty chemicals, and advanced additive and colorant technologies that transform the way we experience products from automotive plastics to children's art supplies. With expertise across a breadth of disciplines that also includes floor covering and performance materials, the people of Milliken work every day to add true value to people's lives, improve health and safety, and make this world more sustainable. For more information, visit [chemical.milliken.com](http://chemical.milliken.com) or [www.milliken.com](http://www.milliken.com).

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**PHOTOS: Food Storage Containers and Pharmaceutical Bottles are Examples of the Types of Packaging that Utilize Milliken's Additive and Masterbatch Technologies**

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High resolution photography is available by contacting Amy Godfrey at [agodfrey@ahminc.com](mailto:agodfrey@ahminc.com).