# ***AARON INDUSTRIES SUPPORTS SUSTAINABILITY EFFORTS WITH 100% POST-INDUSTRIAL RECYCLED POLYPROPYLENE COMPOUNDS***

*A Customer Success Story*

Corporate sustainability has become a prevalent goal among manufacturers worldwide in an effort to mitigate environmental, social and economical impacts. In particular, one of the ways in which manufacturers are "going green" is by utilizing post-consumer and post-industrial recycled materials in their manufacturing process. Aaron Industries is a global leader in recycled polymer innovation and has been manufacturing high-quality polyolefin resins, including recycled polypropylene, polyethylene and polystyrene for more than forty years.

The following case study will examine how Aaron Industries Corp. (Aaron) assisted a leading Original Equipment Manufacturer (OEM) in the development and manufacturing of a pre-colored polypropylene compound manufactured from 100% post-industrial recycled content. This collaboration resulted in the manufacturing of a high-quality personal care product that aligned with corporate sustainability efforts.

***Customer Profile:*** The customer in this case study was a large OEM in the personal care industry. The product in question was a handle and the method of manufacturing was injection molding.

***Customer Needs & Challenges:*** The customer was looking to replace the base material of their personal care product to better align with sustainability goals. The existing part was comprised of 100% virgin polypropylene resin, colored white at the time of injection molding. The goal was to switch to a pre-color compound manufactured using 100% recycled polypropylene, without sacrificing color or melt flow. Additionally, all materials needed to be compliant with FDA standards and meet REACH and RoHS requirements.

***The Aaron Solution:*** Aaron utilized its network of feedstock suppliers to source the highest quality of post-industrial recycled content. Optical sorting and melt blending techniques were then performed to ensure dispersion, color consistency and quality from lot-to-lot. In-house testing on the final compound confirmed REACH and RoHS compliance and the customer reported no visual or operational inconsistencies between the original product (comprised of virgin resin) and the new, 100% recycled product.

***Outcome:*** Transitioning to a recycled material not only enhanced the sustainability efforts put forth by the customer, but also allowed them to brand and market a 100% post-industrial recycled product to the personal care industry, positioning them as a sustainability leader and market innovator.

**Aaron Industries Corp.**
**20 Mohawk Dr. • Leominster, MA 01453 • 978-534-6135 • aaroninc.com**

Additionally the customer increased operational efficiency by switching to a pre-colored compound, rather than mixing pigment at the molding press. Furthermore, this development allowed the OEM to expand their product portfolio and provided a new avenue for increased profitability.

**For more information on this case study or to discuss how Aaron Industries can assist with your material needs, visit our team at NPE 2024 in Booth S38192 or email** info@aaroninc.com