



**AARON INDUSTRIES DELIVERS 100% RECYCLED POLYPROPYLENE
FOR CONSUMER PRODUCT MANUFACTURING**

A Customer Success Story

Environmental impact is becoming a leading consideration for consumers during the purchasing process, and products that promote sustainability are being selected more often than ever before. Additionally, items manufactured from renewable resources are often priced (at the consumer level) at a premium, providing profitability benefits to manufacturers up and down the supply chain. Due to this shift, Original Equipment Manufacturers (OEMs) are implementing sustainability metrics and imparting them on tier 1 and tier 2 suppliers.

The following case study will examine how Aaron Industries Corp. (Aaron) assisted a leading consumer OEM in the development of a pre-colored compound, manufactured from a blend of post-industrial and post-consumer recycled polypropylene. This collaboration resulted in the manufacturing of a high-quality houseware product that supports both corporate and consumer sustainability efforts.

Customer Profile: The customer in this case study was a large OEM in the houseware industry. The product in question was a storage container and the method of manufacturing was injection molding.

Customer Needs & Challenges: The customer was looking to market a new storage container, manufactured from 100% recycled materials. Their existing product was manufactured using virgin polypropylene resin, colored gray. The goal was to switch to a pre-color compound manufactured from 100% recycled polypropylene, without sacrificing color or melt flow. Additionally, all materials needed to meet strict color requirements. The application required a high melt flow material due to the size of the production mold and its thin wall construction.

The Aaron Solution: Aaron utilized its network of suppliers to source the highest quality of post-industrial and post-consumer recycled polypropylene feedstock. Optical sorting and extrusion processing were then performed to ensure pigment dispersion and compound quality. In-house testing was also conducted on each lot to confirm specifications were met. The OEM reported no change in color or melt flow and was successfully able to produce and market a 100% recycled product.

Outcome: Transitioning to a recycled compound not only enhanced the OEM's sustainability efforts, but also strengthened their supplier relationships as well. Furthermore, this development catered to the shift in consumer buying preferences by providing household consumers with high-quality products manufactured from 100% recycled materials.

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