



AARON INDUSTRIES EXPANDS COLOR CAPABILITY FOR POST-CONSUMER & POST-INDUSTRIAL RECYCLED COMPOUNDS

Leominster, MA (July 22, 2024) Color considerations are incredibly important at the manufacturing level for design aesthetic, consumer preference, and product identification/use. Yet, in the case of recycled material processing, color vibrancy is often lost, and color variation is limited. Aaron Industries is a proud leader in recycled polymer innovation, providing Original Equipment Manufacturers (OEMs) with the highest quality of post-consumer recycled (PCR) and post-industrial recycled (PIR) polymers. Recently, Aaron Industries strategically invested in optical sorting capability to provide a wider range of color possibilities, including light color options for PCR and PIR compounds.

Customer demand for a wider range of color possibilities prompted this investment. Additionally, there is an increase in demand for products made from recycled materials worldwide, particularly consumer products. Consumers often base purchasing decisions on color preferences. Blending various feedstock colors in recycled regrind typically results in black or gray hues. To achieve specific colors or lighter shades, darker shades must be sorted out to eliminate the gray outcome.

Optical sorting technology identifies color variants within a batch of regrind and automatically separates materials based on groups of color. This enables Aaron Industries to process materials from specific batches of color, thereby producing a more accurate color compound. Traditional methods involve using the entire batch of regrind to make a recycled compound, which results in a loss of color control, often yielding black or gray shades. The new optical sorting technology, however, allows for the production of a spectrum of color compounds, including variations of red, blue, green, yellow, orange, white, and even lighter shades. Although sorting is not always 100% accurate, and exact Pantones may not be achievable, the technology significantly broadens the color options available.

This technology supports Aaron Industries' sustainability goals and enables customers to meet their own sustainability objectives. Many corporate and federal policies now require products to contain a certain percentage of recycled materials. Manufacturers previously faced the dilemma of choosing between producing a non-recycled product in the desired color or sacrificing color for recycled content. With this new capability, they no longer face this problem.

Color plays a significant role in consumer applications as it heavily influences buying preferences. With the expanded color capabilities, Aaron Industries can cater to various industries where color is crucial for product appeal and functionality.

The minimum batch size for optical sorting at Aaron Industries is 1,000 lbs., with no maximum limit. Sorting rates may vary based on regrind size and the presence of fine dust or particles.



Aaron Industries offers customized engineering services, including formulation development, material sampling, process development, and validation. These comprehensive services support the transition from natural resin selection to recycled compound selection, ensuring a smooth and efficient process for customers. For more information on this capability or to discuss how Aaron Industries can assist with your recycled material needs, please email info@aaroninc.com.

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About Aaron Industries Corp.

Established by Robert G. Tocci in 1983, Aaron Industries Corporation has become a leader in recycled plastic innovation and is one of the largest resin compounders in the Northeast. Located in the “Pioneer Plastics City” of Leominster Massachusetts, Aaron owns and operates a combined 100,000 square-foot production facility with an additional 90,000 square feet of warehouse space. Aaron supplies materials to a wide range of customers within the plastics industry and all of its recycled plastic products are backed by material certifications that meet strict quality standards. Every order is formulated to meet specific customer requirements and is tested in Aaron’s facility by certified laboratory professionals before shipment.

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