

EVERY STEP COUNTS IN THE CIRCULAR PET JOURNEY

TRANSFORMING VIRGIN PET (VPET) INTO HIGH-QUALITY RECYCLED PET (RPET), AGAIN AND AGAIN.

As the packaging industry increases the use of rPET, maintaining product quality, and process performance becomes more important than ever. Holland Colours offers innovative additive solutions that support PET packaging throughout multiple stages of the circular economy, helping brands achieve sustainability goals without compromising performance.

SUPPORTING THE ENTIRE PET LIFECYCLE

Whether you're producing virgin PET preforms, recycling post-consumer bottles, or creating new packaging with recycled content, Holland Colours additives can be incorporated at multiple points in the process:

- ✓ Beginning of the lifecycle with vPET pellets
- ✓ Mid-lifecycle with rPET flakes
- ✓ Mid-lifecycle with rPET pellets

Our solutions help manufacturers optimize material utilization while maintaining the appearance and functionality consumers expect.

BETTER PLASTIC. MORE POSSIBILITIES.

At Holland Colours, we help make PET work harder throughout its lifecycle. Our additives can be combined with virgin PET pellets (Step 1) to deliver the appearance, and functionality required for the application. But we don't stop there. The opportunity occurs again when our additives can be added to rPET pellets (Step 6) to renew these qualities during reuse.

Holland Colours additives can also be incorporated into the PET recycling process along with PET flakes (Step 5), optimizing the quality of rPET for its next application. That means our role doesn't have to end when a bottle is used. Our solutions can support PET as it moves from virgin material to recycled material and back into production, helping customers get more value from plastic while contributing to a more circular future.



YOUR PARTNER IN CIRCULAR PACKAGING

At Holland Colours, we believe the future of packaging is circular. Through technical expertise, innovative additives, and close customer collaboration, we help convert today's PET bottles into tomorrow's sustainable packaging.

Together, we're co-designing a circular future.

FIND OUT MORE

Contact our sales people about purchasing quantities and deliveries or our technical experts for questions about our technology and its implementation:

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