



BEAUTIFUL AND FUNCTIONAL

EYE-CATCHING COLORANTS AND
PERFORMANCE SOLUTIONS
FOR THE PET PACKAGING MARKET

STANDOUT COLORANTS THAT MEET YOUR NEEDS

You want to produce attractive PET packaging as efficiently and economically as possible. Our custom solutions can help. As Holland Colours we provide products, know-how, singular technology and exceptional services that enable you to differentiate your brands and products in a fast-changing competitive market.

A RENEWABLE RESOURCE

Our carrier is derived from a non-food renewable resource, so contributing to our customers' sustainability messaging and environmental performance targets.

A SOLID AND A LIQUID IN ONE

Our solid colorants for packaging use a unique to Holland Colours non-polymeric wax-based carrier – a 'solid liquid.' At room temperature, it's a solid, but at production temperatures it immediately forms a liquid. Our solid-liquid colorants therefore combine the handling and storage advantages of masterbatch with the superior distribution of a liquid – without the downsides associated with either.

UP TO 85% LOADING

Our colorants are the most concentrated available – up to 85% loading – which means you can use smaller carriers and less carrier material. This enhances efficiency, reduces costs, improves colorant performance and reduces food contact issues versus masterbatch and conventional liquids.

CUSTOM-MADE ENSURES OPTIMAL PERFORMANCE

We can make any color. We specialize in custom colors because employing the optimum colorant every time increases your choices, enhances your flexibility and cost-effectiveness, makes your brand stand out and means you never have to compromise on quality.

All our product lines are food contact approved according to EU and FDA food contact regulations.



"WE WORK WITH FOOD PACKAGING COMPANIES TO PROVIDE THEM WITH INFORMATION ABOUT EU AND FDA FOOD CONTACT REGULATIONS SO THEY CAN IMPLEMENT PROPER TESTING PROCEDURES FOR MANDATORY RISK ASSESSMENT."

*Ernst Goedhart,
Product Stewardship Specialist EMEA*



OUR MARKET SEGMENTS

SPARKLING AND STILL WATER

Pure, refreshing water that looks great on the shelf and tastes fantastic: Holland Colours offers not only colorants but also a special additive technology for PET bottles for water that helps maintain its taste for longer.

CARBONATED AND NON-CARBONATED SOFT DRINKS

Whether you want to generate shelf appeal, reinforce a brand image, protect the product better or all three, Holland Colours offers a full palette of colors for carbonated and non-carbonated beverages, soft drinks, juice, sports drinks and energy drinks.

READY-TO-DRINK TEA

From healthy living, to relaxation and mood-boosting, tea is both a growing market and a sensitive product that needs to be handled with care. The market for Energy Drinks and Vitamin water show the same dynamics and the same requirements. Our packaging colorants make your brand stand out, and are available with and without light/ UV protection.

FRUIT JUICES

Freshly prepared fruit juices are about authentic taste and is the best that nature has to offer. Holland Colours offers a range of UV-protecting products and oxygen-barrier-neutral colorants to maintain your product's integrity for longer.



"WE OFFER A WIDE COLOR PORTFOLIO, INCLUDING OPAQUE, TRANSLUCENT AND PEARLESCENT, BLACK, WHITE, COLOR AND ADDITIVES. WE PRODUCE PRETTY MUCH EVERYTHING."

-
*Joe Bauer,
President Holland Colours Americas*



FRESH AND UHT DAIRY

Holland Colours is a leader in PET dairy packaging. Whether you want to enhance shelf life, promote a fresh, clean look or stand out on the shelf, we offer custom colors that help sell your product and provide outstanding protection of dairy.

BEER AND WINE

Want to create, build or refresh a brand? How about swapping heavy glass for lighter, lower cost plastic? Or maybe you want a longer shelf life? Mono-layer barrier, multi-layer barrier, custom FDA-approved colors and single or multi-serve – our laboratories have extensive experience in developing quality solutions for alcoholic drinks.

SPIRITS

Liquor, like beer and wine, has its own special packaging requirements. Whether you need stock or custom FDA-approved colors, we can help. Our barrier technology, shelf-life enhancement and mono/ multi-layer compatibility are just some of the reasons we're a trusted source for spirit packaging colorant. We can help maintain your current brand identity – or create a new one.

CONDIMENTS AND DRY FOOD PRODUCTS

Plastic packaging makes eating on-the-go fun and convenient. Coloring that plastic is a brand differentiator and builds brand value. Our solutions reflect today's trends: bright colors, sophisticated colors, metallic effects and pearlescent effects – with longer shelf life and all custom-made for an exact color match.

DETERGENTS AND CLEANERS

Packaging detergents in plastic offers multiple benefits. It's the simplest way to make sure someone pours your product safely, while coloring the plastic is a great way to conceal the content and stand out on the shelf. Our products provide maximum opacity and the best color distribution for a great looking, even finish that helps build your brand. And if you want to use uncolored packaging, we can help you include UV protection in the plastic bottle, so protecting your formula's color.

COSMETICS AND PERSONAL CARE

We can help you create standout PET packaging for ultra-demanding consumers. We work directly with you to develop custom colors and special effects that help create a unique identity. We offer pearlescent, metallic, opaque, transparent, translucent, fluorescent, matte frost, UV-absorbent and optical brightener – or a combination.

PHARMACEUTICALS

Tablets, pills, capsules, creams, lotions, ointments – the healthcare industry runs on high quality and strict performance and environmental requirements. Appealingly designed bottles, with colors that remain consistent between production runs, communicate brand quality and reliability.

RECYCLED PET

Post-consumer recycled PET typically exhibit discoloration and inferior transparency compared to 100% natural PET resin. Our TintMask products neutralize any yellow or green tint, and comply with EU and FDA directives. TintMask will not migrate or sublime in a high vacuum process and can be used with flake and granular recycled PET.

WAYS WE CAN HELP YOU

CONSUMER PACKAGING OUR CUSTOMIZED BARRIER SOLUTION EXTENDING YOUR PACKAGING PERFORMANCE

	Colorants	AA Reducer	Light / UV protection	Light Protection UHT Dairy	Color enhancer for RPET	Frosting / Matting Additive	Colorants for barrier systems	Process aids (e.g. Slip agent)
Water	●	●	●	●	●	●	●	●
Carbonated soft drink	●	●	●	●	●	●	●	●
RTD - Ready to drink tea	●	●	●	●	●	●	●	●
Fruit Juices	●	●	●	●	●	●	●	●
Dairy	●	●	●	●	●	●	●	●
Beer / Wine	●	●	●	●	●	●	●	●
Spirits	●	●	●	●	●	●	●	●
Condiments and dry food products	●	●	●	●	●	●	●	●
Detergents	●	●	●	●	●	●	●	●
Cosmetics & Personal Care	●	●	●	●	●	●	●	●
Pharma	●	●	●	●	●	●	●	●
RPET	●	●	●	●	●	●	●	●



"WE OFFER A FULL RANGE OF PRODUCTS ACROSS ASIA-PACIFIC, VARYING THESE ACCORDING TO WHAT THE LOCAL MARKET NEEDS. HOLLAND COLOURS HAS A STRONG PRESENCE IN PET PACKAGING."

Henri Jacobs,
Finance Director Europe

OUR PERFORMANCE AND PROCESS AIDS

AA REDUCER

An optimized solid format enables the production of PET bottles with a consistently low acetaldehyde level. Benefits include easy dosing, lower dosing, better dispersion and so good distribution in the polymer matrix, no delamination, no sedimentation and low additional levels (Let Down Ratio).

LIGHT/ UV PROTECTION

PET's outstanding clarity and favorable properties mean an increasing number of drink, cleaning and detergent products are being packaged in PET. Many of these products need to be protected against UV radiation. Holland Colours offers a series of UV absorbers for all kinds of UV-sensitive product formulations. We also have calculation models to determine dosing levels and the resulting additive cost.

LIGHT PROTECTION UHT DAIRY

Holcomer UHT is a customizable light barrier for monolayer PET packaging for UHT milk. Generating a great-looking white monolayer bottle that blocks 100% UV radiation and up to 99.9% of visible light, it preserves taste as well as multilayer and carton packaging while reducing production costs and waste. It also works on standard monolayer equipment, and bottles can be laser marked without it affecting the color in any way.

COLOR ENHANCER FOR RPET

Our TintMask solution neutralizes the yellow or green tint that is common to recycled PET. Compliant with EU and FDA directives, TintMask products will not migrate or sublime in a high vacuum process, and can be used with both flake and granular recycled PET. TintMask colorants can be dosed directly on-line at any stage in the recycling process stage.

FROSTING/ MATTING AGENT

PET bottle producers and end users have long wanted a product that would emulate the appearance and feel of frosted glass in PET. Our frosting agent can be dosed directly on-line, enabling PET bottle producers to achieve a frosted glass look without having to add spray or painting

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process steps. Gloss reductions of up to 60% have been achieved. Other benefits include softer textures and higher scuff and mar resistance.

COLORANTS FOR BARRIER PET SYSTEMS

The oxygen barrier provided by standard PET is not good enough for packaging beer, wine and other oxygen-sensitive drinks. This has led to the development of special barrier PET materials. However, when used in monolayer PET, colorants and additives may reduce the performance of these improved barrier systems. Stepping up to the challenge, Holland Colours developed and now offers a range of 'OXYgeN' (OXN) colorant formulations that provide the optimum barrier performance in monolayer barrier PET.

PROCESS AIDS (E.G. SLIP AGENT)

Thanks to a lowered coefficient of friction, our slip additive both reduces the incidence of scuff marks and scratches on PET bottles, and increases the number of PET preforms that can be stored in an octabin by up to 10%. Dosing can be reduced by up to 50% versus alternatives, and our slip agent is compatible with most liquid additive/ colorant dosing systems.



As an employee-owned global company we create customized and effective color solutions that bring you a competitive advantage and offer you peace of mind.

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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