



**HCA**  
HOLLAND COLOURS



SORT

# ENABLING SORTING OF BLACK PLASTICS

Due to its rich, true shade, black is a leading color in product branding and its opacity provides excellent protection for package contents. But, it has traditionally posed a challenge in the recycling stream. Now, Holland Colours offers a solution to this issue with Sort, allowing automated recycling systems to properly identify black plastics. Beauty, branding, protection and recyclability? We can help you Sort it.



### WHY NOT JUST CHANGE THE COLOR?

For brand owners, switching to a colorless or transparent plastic is rarely a solution, particularly in the food and cosmetics industries, where the beauty of the packaging has a major impact on shelf appeal and brand identification. Also, consumers don't want plastic bottles that look foggy or even different. The Sort black pigment can be automatically identified and offer the same beauty and depth of color as carbon black - without the recycling headaches - providing customers with the brand appeal and quality they want without sacrificing our planet.



### WHY WAS SORT CREATED?

As consumers and governments become more environmentally conscious and the impact of consumer products continues to take its toll on our planet, using materials that can later be recycled is a burning platform for most companies. Many large corporations are trying to create zero carbon footprint products and aim to have all their products recyclable in the next five years. A major focus for Holland Colours is providing business partners with solutions to meet their product needs while becoming responsible stewards.



### HOW DOES SORT WORK?

Recycling facilities primarily use near-infrared (NIR) spectrometers, or lasers, to identify and sort the various types of plastics that need to be recycled. Once the plastics are sorted, then they can be recycled in the correct way depending on their chemical breakdown. However, there is often a significant percentage of waste that cannot be identified and ends up as non-recyclable waste even though it could be recycled - a majority of that is black plastic. Sort allows NIR identification to be used for black plastics - a real advantage for recycling streams.

Sort	Designed for	Sorting	Compliance	Laser Markable
Sort TF	CPET sheet and trays	•	FDA, EU*	•

*\*Please contact us for specific information*



### WHO CAN HELP ME KEEP UP WITH REGULATORY CHANGES?

At Holland Colours, we are constantly working to meet regulatory requirements in a rapidly changing world. Working closely with regional agencies and our customers, we provide products and services to help grow our planet's healthy future. Talk to us about how we can help keep your products beautiful and protected while protecting our planet, too.

### FIND OUT MORE

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

#### AMERICAS:

richmond@hollandcolours.com  
+1 765 935 0329 /  
toll-free: +1 800 723 0329

#### ASIA:

surabaya@hollandcolours.com  
+62 31 849 3939

#### EUROPE:

info@hollandcolours.com  
+31 (0)55 36 80 700

[www.hollandcolours.com](http://www.hollandcolours.com)



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## SORT

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