



Sort®
COTREP CERTIFIED

NIR-SORTABLE DARK COLORANTS FOR PET

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 and separate black PET. Beauty, branding, protection and recyclability? We can help you Sort it.

WHY DARK COLORS?

Dark colors have a considerable impact on shelf appeal and brand identification, particularly in the food and cosmetics industries.

The dark Sort® colorants of Holland Colours can be detected by near-infrared (NIR) detection systems in plastics recycling lines. They offer similar beauty and depth of color as carbon black without the recycling headaches and provide 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 discarded products continues to take its toll on our planet, using materials that can later be recycled is a key priority for most companies. Many large corporations are trying to create zero carbon footprint products and aim to have all their products recyclable. A major focus for Holland Colours is providing business partners the solutions allowing for product circularity.

HOW DOES SORT WORK?

Recycling facilities use NIR spectrometers to identify and sort the various types of plastics that need to be recycled. Once the plastics are sorted, they can be recycled in the correct way depending on their chemical compositions. However, a considerable percentage of dark colored plastics cannot be identified by the NIR spectrometers because of the presence of carbon black. Carbon black absorbs the signal making it impossible to obtain a reading.

Non-detectable plastics end up as non-recyclable plastic waste and are either landfilled or incinerated. Coloring your dark PET packaging product with Sort from Holland Colours will prevent this from happening.

Sort allows NIR identification of black PET - a real advantage for recycling streams.

REGULATORY AND CERTIFICATIONS

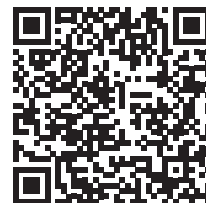
At Holland Colours, we make sure to meet regulatory requirements in a rapidly changing world. Working closely with our partners, we provide products and services that meet the most recent rules & regulations.

If required, COTREP certified colorants are also available.

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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