



**HCA**  
HOLLAND COLOURS

# TASTEGUARD PRESERVING THE AUTHENTIC TASTE OF SPRING & MINERAL WATER

COLORANTS FOR PET WITH BUILT-IN TASTEGUARD

It doesn't matter how cool your branding is, if consumers can't rely on your food or drink to taste the same out of glass, aluminum, cartons or PET, your reputation will take a hit. Taste consistency can be an issue with PET packaging, which is why Holland Colours offers PET colorants that include our TasteGuard - an all-in-one convenient package. Simple.



## CHEMICAL REACTION OF PET CAN AFFECT THE TASTE OF A DRINK

Acetaldehyde or AA forms in very small quantities during PET production and processing. AA is naturally found in fruits, vegetables, breads, cheeses and other food in amounts that are not harmful to human health. AA is a degradation product of PET that migrates, giving off a fruity flavor that can influence the taste of whatever the PET packaging contains. This is a particular problem for non-sparkling water.



## ADDING TASTEGUARD STOPS FRUITY FLAVOR MIGRATION IN PET

Low AA content is therefore a key requirement for PET water bottles. One proven way to reduce the AA content of PET packaging is to add Holland Colours' colorant & TasteGuard to PET resin during package manufacturing. In effect, our TasteGuard catches the AA so it cannot affect the taste of the non-sparkling water.



## TASTEGUARD HELPS YOU REACH YOUR RECYCLING TARGET

TasteGuard is based on a renewably sourced, natural carrier. This highly-loaded, bio-based product increases recyclability by reducing the use of other, less earth-friendly resins and additives. Recycling is also improved by a low scrap rate and energy consumption. And, TasteGuard is process neutral.

TasteGuard	Designed for	Taste Protection	Color	Energy Efficiency	Recycling
TasteGuard	brand owners	✓			✓
TasteGuard FastHeat	brand protection	✓		•*	✓
TasteGuard Liquid	brand owners	✓			✓
TasteGuard Ultramax	brand owners	✓			✓✓
TasteGuard Ultramax Tintmask	brand owners	✓			✓✓
TasteGuard Custom	brand protection	✓	•		✓
TasteGuard Liquid Custom	brand protection	✓	•		✓
TasteGuard Ultramax Custom	brand protection	✓	•		✓✓

\* Holland Colours' FastHeat range

### FIND OUT MORE

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

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## TASTEGUARD

Protecting the taste of your premium mineral water. Improving recyclability.