

# CONSUMER PACKAGED GOODS COMPANY

SHAMPOO & CONDITIONER  
BOTTLES AND CAPS

## AVIENT SOLUTION

Smartbatch™ Combination Colorants &  
Additives

## WHY AVIENT?

- Used proprietary Color Prediction Tool to digitally illustrate color possibilities while developing a customized PCR solution
- Leveraged Avient's ColorWorks™ Design & Technology Center to adjust colors according to the customer's specifications and accelerate commercialization

## LEARN MORE

## KEY REQUIREMENTS

- Achieve a precise color match while ensuring a high amount of post-consumer recycled content (PCR) in the inner layer of the bottle
- Reduce development time for quicker approvals and lower costs, and to enable rapid speed to market