



ChromaNIR

Chroma Color Corporation has been formally recognized by the Association of Plastic Recyclers (APR) for meeting the highest criteria for recyclability according to the APR Design® Guide for Plastics Recyclability for ChromaNIR.

Typical carbon black used in plastics packaging absorbs the light emitted from the IR devices and prevents the successful identification of the type of plastic.

These unsorted black plastic products are rejected and, in most cases, end up in landfills.

Chroma Color now offers a carbon black alternative that enables brand aesthetics to be maintained and allows the MRF sorter to accurately and repeatedly identify the plastic type for sorting.

ChromaNIR sortable black technology is based upon IR reflecting/transparent pigments and proprietary combination of dyes and organic pigments.

This product is referred to as ChromaNIR and is available in a variety of resins that include the most common packaging resins; polypropylene, polyethylene, polystyrene, ABS and PET.

Key features of this color system:

- Meets highest criteria for APR Design® Guide for Recyclability
- Inert, heat stable, non-migratory
- Can be used in a variety of polymers
- FDA Approved

For more information
<https://chromacolors.com>