

# L'ORÉAL

## REDKEN SHAMPOO BOTTLES

### AVIENT SOLUTION

PCR Color Prediction Service

### WHY AVIENT?

- Created a process with L'Oréal to overcome PCR coloring challenges and simplify recycled resin coloration for global consistency
- Helped L'Oréal towards its objective to have 100% of packaging plastics to be either from recycled or bio-based sources
- Achieved a perfect color match on the first try in 8 out of 10 cases

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### KEY REQUIREMENTS

- Ensure global color consistency across all Redken PCR packaging in order to launch in North America and Europe at the same time
- Shorten time to launch by simplifying decision making process and avoiding lengthy lab trials
- Ability to transition to high levels of PCR, and to facilitate transfer from one PCR to another
- Solution that works with mixed grades of PCR, both rPET and polyolefins