

## Clariant provides colourful biodegradable solution

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### Launches organic pigment range conforming to EN 13432 compostable criteria for packaging



A colourful future is in reach for biodegradable plastics. Clariant, a Swiss speciality chemicals company, brings it even closer with the launch of a range of 25 organic pigments for biodegradable and compostable polymers which are compliant with the European Norm 13432 opening up color options and the appeal of organically recyclable packaging.

Food manufacturers and plastic film producers are stepping up the hunt for alternatives to single-use plastic solutions. However, while demand for biodegradable plastics – biodegradable and compostable polymers – is expected to surge from \$1.1 billion in 2018 to \$1.7 billion by 2023, this is just around 1% of all polymers used.

Clariant's latest colorant introduction aims to boost the attractiveness of biodegradable plastics for brand owners and manufacturers of packaging and consumer goods. With the 25 PV Fast™ and Graphtol® pigments, masterbatch producers can take color far beyond the “earthy” natural hue associated with biodegradable polymers, like PLA, PBAT, PHA and PBS, while meeting the European Norm 13432 requirements for packaging recoverable through industrial composting and biodegradation.

Clariant's customer AF-COLOR, who has many years' experience in producing biodegradable masterbatches, and its sister company BIO-FED, who produces biodegradable compounds, have already implemented bio masterbatches based on the new Clariant pigments range under the brand name AF-Eco®. Dirk Schöning, Sales Director at AF-COLOR, comments: “Color plays a decisive role when it comes to certain applications where biodegradable plastics are a viable choice, such as for biodegradable shopping or waste bags, single-use cutlery or coffee capsules. We are excited to challenge perceptions with a palette of bio masterbatches covering the full spectrum and providing high fastness, so color is not an issue.”

Barbara Philipp, Global Marketing Manager Plastics, BU Pigments at Clariant, adds: “Compostable and colorful can now go

hand-in-hand for packaging, meaning manufacturers and consumers won't have to lower their design expectations for sustainable solutions. By working closely with masterbatch producers like AF-COLOR to help them get the most out of our EN 13432 compatible pigments, we can contribute to increasing the appeal of biodegradable and industrial compostable solutions for food and beverage packaging and consumer goods, as innovation continues to improve their properties and new functionalities are introduced.”