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Techmer PM Develops New Film Clarifier

Film packages are more popular than ever, thanks to innovations such as stand-up pouches that can be re-closed with built-in "zipper" seals. Another factor sparking the surge in film packaging is the cost savings available with linear low-density polyethylene (LLDPE). Compared to regular LDPE, LLDPE films provide extra strength and toughness; this is enough of a boost to allow film thickness to be trimmed by as much as 25%.

However, LLDPE also has a major drawback: haze. "Barefoot LLDPE films just don't offer the clarity that's so important for retail displays and impulse buying," says Mark Jordan, Vice President of Sales and Marketing at Techmer PM. "That's why some consumer-goods companies haven't availed themselves of the economic benefits of LLDPE."

To liberate LLDPE from that shortcoming, Techmer PM has developed a masterbatch additive that cuts haze dramatically. "In fact," says Jordan, "our new PM13199 Film Clarifier can reduce haze by up to 50%." For example, he cites one series of tests with 2-mil LLDPE blown films where haze went from 30.9% to only 16.1%, with a 6% loading of PM13199.

"Our film-extrusion customers can now offer their customers the sort of 'eye-appeal' that grabs the attention of shoppers," says Jordan. "And consumer packages aren't the only application where PM13199 Film Clarifier can be useful. We're also targeting films for shrink-wrap bundling and overwrap films--even some molding applications."

Techmer PM will feature PM13199 at this year's NPE show, June 19-23, at Chicago's McCormick Place. Techmer PM will be in the South Hall, booth 774. If you can't make it to NPE 2006, please visit www.techmerpm.com

Techmer PM is a major producer of valued-added color and additive masterbatches for the plastics and fiber industries. With ISO 9001-certified plants supporting a worldwide customer base, Techmer PM specializes in high-performance applications where quality, technical support, and problem solving are critical.

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