



Premier BC

For demanding food
contact applications

Premier BC's Organoleptic Assessment

Organoleptic refers to sensory properties involving the taste and odour of food items, particularly water, after coming into contact with plastic packaging.

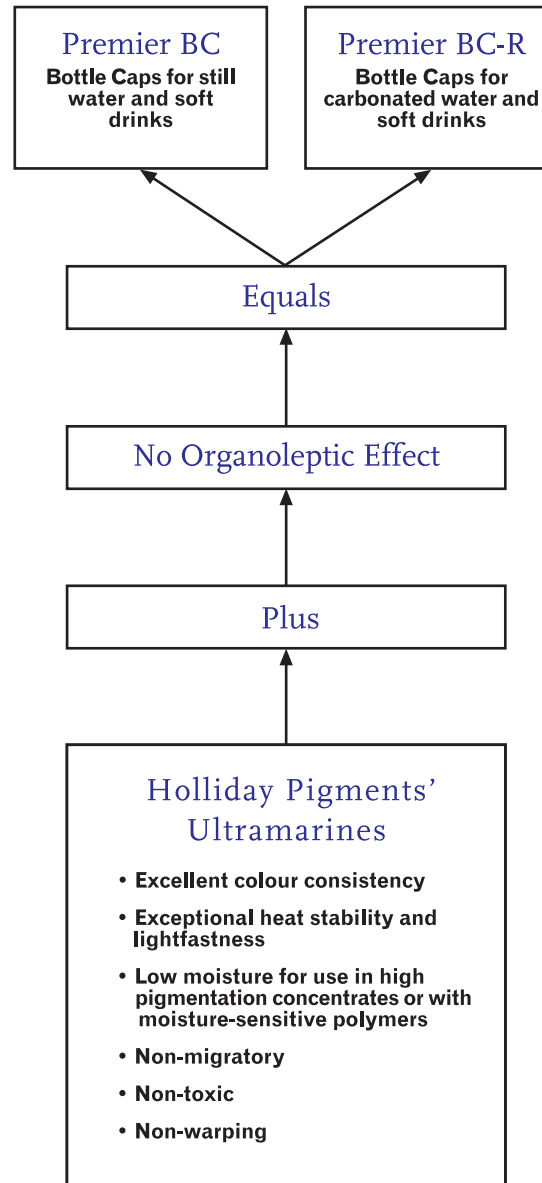
Process improvements have enabled Holliday Pigments to develop Ultramarine grades specifically designed for minimum organoleptic effect. Bottle caps coloured using the new Premier BC pigments have been prepared on an industrial scale, duplicating the extremes of temperature and shear commonly used in this application. The caps were independently assessed by an industry-recognised test facility, and detailed reports are available on request.

Results

- No difference in taste was detected compared with water exposed to unpigmented control samples
- Bottle caps can now be produced with the best visual effects and dimensional stability
- Cost effectiveness in today's competitive marketplace
- The BC range is highly recommended for other sensitive food packaging applications

Holliday Pigments

Holliday Pigments is the world's number one manufacturer of ultramarine blue pigments, supplying over 50% of the world market for technical quality ultramarine pigments. Over 120 years of manufacture has enabled the company to establish an enviable reputation as leaders in ultramarine technology and experts in the use of ultramarines in a wide variety of end applications. Exporting to over 80 countries, its service is supported by dedicated teams in customer and technical service at its factories in Hull (UK), Comines (France) and via the commercial offices in Malaysia, China and the USA.



Further information on all Holliday Pigments' products is available from:



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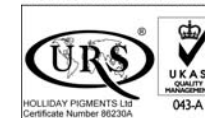
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