



## news release

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**Contact:**

Don Shook

(702) 260-7600 U.S.A.

[ds@MMRpr.com](mailto:ds@MMRpr.com)



**Visual:**

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## CTI Provides Solutions to Masterbatch Regulatory Issues

### *Food Industry is Target for Color-Changing Plastics*

**Colorado Springs, Colorado U.S.A.** - - When food companies began looking at plastic utensils having the capability to change color based on temperature, the first question was always the same: *Are these innovative plastics compliant with the U.S. Food & Drug Administration?*

Having achieved such compliance in target end-use applications, Chromatic Technologies Inc., a pioneer in the use of temperature-sensitive inks and coatings, set out to become a market leader in *thermochromic* "Masterbatch" (the industry term for a solid or liquid additive used for achieving color in plastics). In the process, CTI launched its own version with the color-changing capability, calling the process POWERCAPSULES™.

Unveiled by CTI in November 2014, POWERCAPSULES™ are the result of the company's breakthrough chemistry which includes *thermochromic color concentrate pellets*. POWERCAPSULES™ offer customers the benefits of an enviable let-down ratio, temperature indication, and powered by new technology that drives vibrant color and UV stability, all combined with U.S.-based manufacturing utilizing good manufacturing practices.

CTI's POWERCAPSULES™ have been qualified in such popular applications as polypropylene (PP), high-density polyethylene (HDPE), low-density polyethylene (LDPE), polystyrene (PS) and high-impact polystyrene (HIPS).

POWERCAPSULES™ serve to enhance the consumer experience across a diverse range of products including QSR utensils, soda closures, ice cream spoons, ice trays, baby bath toys, coffee lids and soup bowls.

Among plastics utensils, an estimated 40 *billion* are used every year in the United States alone<sup>1</sup>. Additionally, 34 percent of plastics in the United States today are earmarked for *packaging* applications (making plastics the largest market)<sup>2</sup>. In Europe, packaging accounts for nearly 40 percent of plastics demand<sup>3</sup>.

According to the industry research firm Freedonia Group "Demand for foodservice disposables in the U.S. is projected to increase 3.9 percent per year to \$21.9 billion in 2019. Packaging will remain the most common product segment and will outpace service ware, napkins and other foodservice disposables."

CTI established three temperatures for use in the plastics industry: 15° C. (59° F.); 18° C. (64° F.) and 40° C. (104° F.). Custom temperatures are also available. Additionally, POWERCAPSULES™ are available in the CMYK and blue colors, which can be mixed to make a virtual rainbow matching most Pantone colors.

"Most plastic companies receive a few inquiries per year for thermochromic and photochromic (light-sensitive) technology, but most pass on the opportunity because of the uncertainty in how to manage the technology in their production system," said

Patrick Edson, CTI's chief marketing officer. "CTI has worked hard to provide a turnkey, U.S.-based solution that fits seamlessly into a customer's supply chain."

Edson added that plastics companies that support big brands are seeking simple answers to three critical questions: (1) does the technology work in my production system? (2) is the technology safe and complies with FDA or other regulatory requirements? and (3) is it affordable?

CTI's POWERCAPSULES™ provide more color per capsule, faster temperature change and best value per pound of color along with U.S.-based technical support, research and development, and manufacturing.

A major accomplishment was achieved when CTI validated regulatory compliance in several categories concerning the food application of POWERCAPSULES™:

- RoHS directives,
- CONEG and EN 71-3 regulations,
- Dodd-Frank Conflict Mineral legislation,
- TSE requirements,
- California Proposition 65 legislation,
- no use of BPA,
- no use of phthalates,
- no use of ITX or benzophenone,
- manufactured in a facility free of FDA allergens or derivatives, and
- manufactured from materials not expected to contain genetically modified organism (GMOs).

CTI also produces photochromic, glow-in-dark and security taggants for plastic. For more information on POWERCAPSULES™, check out [www.thermochromicplastic.com](http://www.thermochromicplastic.com) or [www.thermochromicmasterbatch.com](http://www.thermochromicmasterbatch.com).

### **About Chromatic Technologies Inc.**

CTI is based in Colorado Springs, Colorado, U.S.A., and was founded in 1993.

CTI focuses on proprietary chemistry that alerts, protects and surprises and includes materials that react to heat and cold, light and pressure, as well as anti-counterfeiting taggants. CTI is the world's largest manufacturer of thermochromic materials for packaging, and exports to 52 countries. CTI has also recently been awarded new patents for thermochromic inks for metal decoration. The company's latest innovation is its "Color Explosion" capability, which provides a dramatic increase in color palettes targeted to customer-driven needs such as communicating cold refreshment, flavor enhancement and engaging inspiration for settings reminiscent of the tropics, nature, modernism and nightlife. [www.ctiinks.com](http://www.ctiinks.com)

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**Reference Sources:**

<sup>1</sup> WorldCentric.org

<sup>2</sup> American Chemistry Council

<sup>3</sup> *PlasticsEurope* Market Research Group (PEMRG)

**CTI Contact:**

Mike Nault  
Regulatory Compliance Manager  
Chromatic Technologies Inc.  
1096 Elkton Drive, Suite 600  
Colorado Springs, Colorado 80907 U.S.A.  
(719) 623-2025  
[mnault@ctiinks.com](mailto:mnault@ctiinks.com)  
[www.ctiinks.com](http://www.ctiinks.com)

**Media Contact:**

Don Shook  
MERIT Media Relations LLC  
3375 E. Tompkins Avenue, # 153  
Las Vegas, Nevada 89121 U.S.A.  
(702) 260-7600  
[ds@MMRpr.com](mailto:ds@MMRpr.com)  
[www.MMRpr.com](http://www.MMRpr.com)