



# Einar®



## Einar® colour dispersion for masterbatches

- Einar® 101 is a food-grade alternative to waxes
- Einar® 101 is based entirely on vegetable oils
- Einar® 101 can be used for PE, PP, PET, PVC and PA

### Efficient and sustainable

Growing consumer concern over the safety and sustainability of the plastics they use on a daily basis has required the polymer industry to look for more sustainable alternatives to the petrochemical-based additives they use today.

Now, with the arrival of Einar® 101\* colour masterbatch producers will be able to use a dispersion agent that is not only sustainable due to its vegetable-based origin but also one that has been proven to be more efficient than waxes currently on the market.

\* patent pending

### Safe enough to eat

Einar® 101 is already approved as a food ingredient and used in the processing of various types of foodstuff which means that consumer's safety – and that of the manufacturer – is ensured.

As a key player in the highly regulated world of food ingredients, all of Palsgaard's products comply with or exceed the demands of food safety regulators and other major market influencers. So polymer and food plastic packaging manufacturers can be sure that Palsgaard's functional agents present no risk to their end-customers.

# Einar® pigment dispersion in colour masterbatches

## How it works

As a liquid dispersing aid, Einar® 101 will coat the pigment and enable a uniform and homogeneous dispersion of individual pigment particles in the polymer. The uniqueness of Einar® 101 is explained by its chemical composition as a non-ionic surface active component, free from contaminants and low-molecular-weight oils that can adversely affect colour critical applications. The result is higher colour yield and lower filter pressure, compared to waxes currently on the market.

## Optimise costs and production processes

Einar® 101 offers a unique opportunity for cost savings. Its effectiveness in dispersing pigments will result in lower pigment loadings needed to obtain the desired colour strength. The measurable result is higher colour yield and reduced filter pressure.

With the efficiency of Einar® 101, it is possible to increase the pigment concentrations in a masterbatch, providing additional cost benefits.

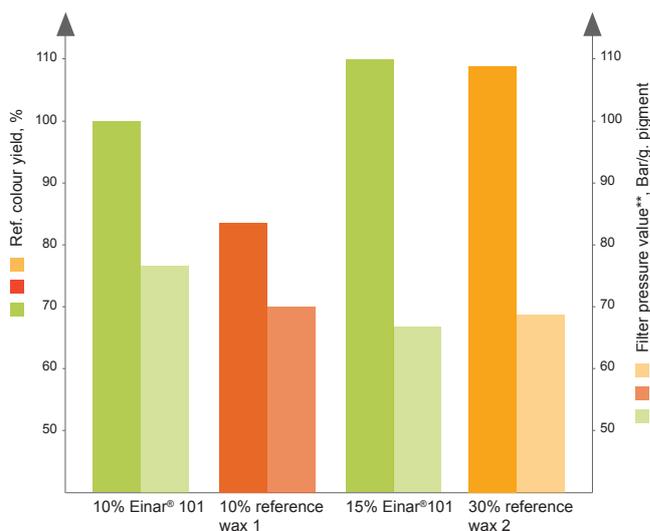
Einar® 101 also adds a lubricating effect, resulting in better process control and higher extruder throughput.

## Your direct benefits

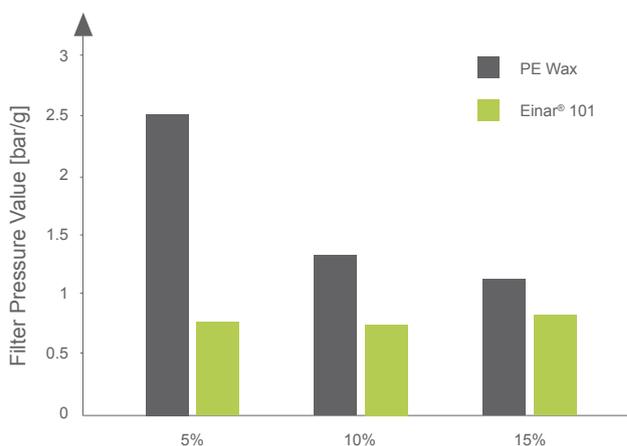
- Superior pigment dispersion
- Strong cost-in-use
- More reliable and stable production that will keep downtime at a minimum
- Less pigment needed to obtain true colours
- 100% vegetable-based
- Worldwide approved for food contact
- Thermally stable, low volatility
- Consultancy and technical evaluations available from our technical team

## Tested to perfection

Tests of the performance of Einar® 101 have shown the superior performance of this dispersing aid when measured against industry-standard waxes:



The results were obtained in blue masterbatches with LLDPE carriers. Blue 15:3 pigments were mixed with the dispersion agents during the cold premix stage and masterbatches subsequently produced on a twin-screw laboratory extruder.



Tested In LLDPE masterbatch with 40% Pigment Blue 15:3 measured with a 40 µm filter

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