



## Patented G2 from Carolina Color Overcomes Color Stability Issues, Provides Faster Shipping Lead Times and Reduces Let-Down Rates For SKIPPY Peanut Butter Packaging

### **THE CHALLENGES:** INSTABILITY OF TEAL COLOR FOR JAR CAP... LONG LEAD TIMES... INEFFICIENT LET-DOWN RATES.

Color is a critical feature for brands that need to positively differentiate themselves when stocked on shelves next to competing products.

Exactly such a feature is the teal-colored jar cap used for packaging of *SKIPPY* Peanut Butter. The teal color is strategic in that its long-term use has resulted in it becoming easy brand identification for consumers.

For that reason, the *SKIPPY* packaging team recently found itself in a position of having to switch from the use of standard concentrate teal colorant.

### **THE REASONS?**

**FIRST:** unstable properties of the color created ongoing challenges during processing by making it difficult to produce consistent color results. Color variations are unacceptable because they negatively impact consumer recognition of brand packaging, ultimately resulting in lost sales and profitability.

**IN ADDITION,** shipping lead times for the necessary teal colorant were often as long as two

weeks leaving the *SKIPPY* packaging team to scramble for alternative sources of supply.

**AS WELL,** the color simply was not providing a desired level of let-down rate necessary for achieving reduced production costs.

Consequently, the *SKIPPY* packaging team began its search for a replacement colorant that would resolve the triple production challenges of color stability, shipping lead times and let-down rates,

**THEIR SOLUTION:** **G2** from **Carolina Color Corporation** --- a patented, pelletized product and process that represents the a truly revolutionary technology.

### **THE SOLUTION:** **G2 FROM CAROLINA COLOR CORPORATION — PROVIDING THE HIGHEST PIGMENT LOADED CUSTOM COLORS AVAILABLE.**

With **G2**, the packaging professionals for *SKIPPY* Peanut Butter were able to incorporate an exceptionally well-dispersed color for molding jar the teal cap --- giving the processing team the confidence that every package on the shelves had the proper color to attract the customer to buy the brand.

**Carolina Color Corporation** was also able to reduce lead times down to no more than four days --- and reduced the let-down rate dramatically from approximately 4% to 1.5% and under for some of the other *SKIPPY* colors. These



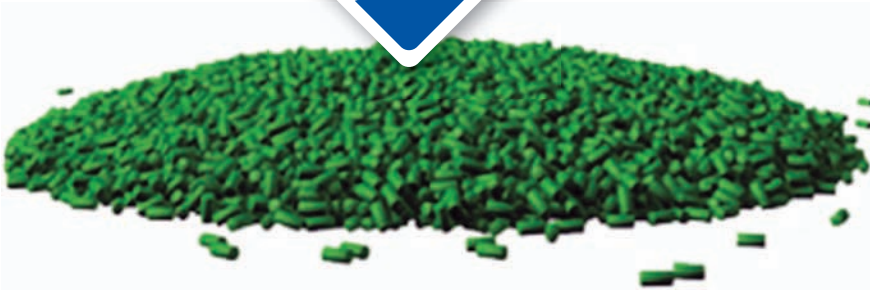


new rates substantially slashed overall cost per pound, and also resulted in reduced inventory requirements, which freed up floor space and cash.

Carolina Color was able to make *SKIPPY's* production process significantly more efficient by providing stable patented color technology with ideal lead times and in-house supply --- all with much more cost efficient let-down rates.

### **MORE BENEFITS OF G2:**

In 2008, Carolina Color patented **G2**, a revolutionary new product in which pigments and additives are highly loaded, exceptionally well-dispersed, and can effectively distribute in both large and small parts. The qualities of this next-generation product enable manufacturing possibilities that save time, space and money. Most packaging manufacturers see up to 30% cost-to-color reduction, along with letdown rates that match or exceed liquid colors.



## **JOIN THE G2 REVOLUTION**

Carolina Color's G2 product line has proven performance in diverse applications, including outdoor durables, packaging, industrial, non-automotive transportation, and much more. Convertors continue to be impressed by this game-changing technology. Whether it is injection, extrusion, rotational, structural foam, blow, sheet, pipe, or profile molding, G2 continues to hit the mark.

Carolina Color Corporation --- a successful, family-owned company since 1967 --- serves colorant needs from ISO 9001:2008 certified locations in North Carolina and Ohio. For more information about G2 visit: [www.carolinacolor.com](http://www.carolinacolor.com).



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