

## **Carolina Color Corporation Continued Reinvestment In G2 Product Line Responsible For Five Years Of Sustained Growth**



Carolina Color Corporation --- a successful, family-owned company since 1967 --- serves colorant needs from ISO 9001:2008 certified locations in North Carolina and Ohio. These locations provide customers with full service production capabilities, and full laboratories for color matching, testing, and analytics.

Carolina Color, a 3A1 Dun & Bradstreet-rated company, has one of the strongest balance sheets in the industry. The company's core strength comes from maintaining strong relationships with the finest suppliers of resins, pigments, dyes and additives.

In 2008, Carolina Color patented G2, a 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.

Carolina Color has invested nearly \$10,000,000 in plant upgrades and new equipment in the last five years to support its hyper-growth.

Matt Barr, CEO of Carolina Color stated: "Today, Carolina Color serves more than 600 customers in nine countries. G2 currently

equals 50% of total sales with \$25 million in sales the last 5 years. Patented G2 Color's key attributes are responsible for molders switching to Carolina Color."

### **Key attributes of Patented G2 Color include:**

- Up to 30% cost-to-color reduction
- G2 provides the highest pigment loaded custom colors in the industry
- G2 provides the highest UV/custom colors in the industry
- Lead times! Ships within 5-7 days with independently audited on-time delivery of 98.3%
- 1-10% cycle-time reduction
- Six Sigma/Lean production methods
- Reduced environmental impacts from reduction in production energy, packaging materials and CO2 emissions

*Carolina Color is the only plastic colorant manufacturer invited to Wal-Mart's Sustainability Green Room Conferences*

Carolina Color's G2 product line has proven performance in diverse applications such as: Outdoor Durables, Packaging, Industrial and Non-Automotive Transportation. 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.

"Currently, Carolina Color operates one 10-hour shift daily, 5 days a week and is capable of producing in excess of 25MM lbs. annually. Excess capacity keeps CCC poised to meet our customers' needs as they increase," states Matt Barr.

For more information about G2 COLORANT TECHNOLOGY visit:  
[www.carolinacolor.com](http://www.carolinacolor.com)