

Milliken®
Millad® NX® 8000 ECO
 Sustainable Clarifying Agent for Polypropylene

CASE STUDY

Milliken brings clarity to Yonghui's new storage container

Leading Chinese supermarket's USong brand benefits from use of strong, transparent, eco-friendly NX® UltraClear™ polypropylene resin

When Yonghui Superstores Co. Ltd., one of China's leading supermarket chain operators, wanted to launch a strong, transparent, high-quality storage container recently, it opted to use polypropylene (PP) modified with Milliken's Millad® NX® 8000 ECO clarifier.

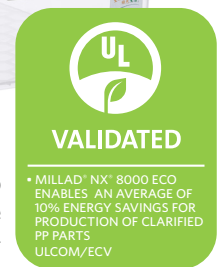
Sinopec produced the NX® UltraClear™ PP resin that Yonghui chose to use in the storage container it launched in late 2019 under its own, private-label USong brand. Yonghui says the USong brand is available in most of its 900+ grocery stores nationwide.

While NX UltraClear PP resin is well known in China, especially in the housewares sector, this represented the first such collaboration between Yonghui and Milliken to develop this type of storage application. The clear container, with handles and a clear lid, not only offered Yonghui the performance properties it desired, including crystal-clear transparency, good load-bearing strength, a smart design and good sealing, it also came with a notable additional benefit.

Products injection molded from NX UltraClear PP resin — which is made exclusively using Milliken's Millad NX 8000 ECO clarifier — have been certified to display a UL Environmental Claim Validation label on their packaging. This is because injection molders who use this resin typically experience faster production rates and realize average energy savings of 10% when producing clarified PP parts.

As a result, brand owners such as Yonghui can apply the much-desired UL label to their product's packaging, providing a marketing advantage by helping to communicate the company's sustainability commitment to its customers.

"We were pleased to achieve exactly the aesthetic and performance results we wanted for this product by using this resin modified with Milliken's clarifier," said Yonghui's [Helen Wang, Head of USong Brand]. "It was an extra bonus to also be able to use the UL eco-label



on this container, to further demonstrate our environmental sensitivity."

Franky Hu, downstream sales manager for Milliken who worked with Yonghui on this project, noted that, "We were delighted to partner with Yonghui, one of the most famous supermarket chains in China, on this project, and we're pleased that this new storage container is getting positive feedback in the market, due to its fresh appearance, attractive design and eco-friendly profile."



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Please contact your Milliken representative for further product information including chemical registrations, food contact status, and other regulatory details.

PLEASE NOTE: As each customer's use of our product may be different, information we provide, including without limitation, recommendations, test results, samples, care/labeling/processing instructions or marketing advice, is provided in good faith but without warranty and without accepting any responsibility/liability. Each customer must test and be responsible for its own specific use, further processing, labeling, marketing, etc. All sales are exclusively subject to our standard terms of sale posted at www.milliken.com/terms (all additional/different terms are rejected) unless explicitly agreed otherwise in a signed writing.

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