



FRAGRANCE MASTERBATCHES

- Impart fragrance to plastic articles
- Easy to handle masterbatch
- Achieve product differentiation
- Excellent for point of sale applications

Wells Plastics providing solutions...adding value

E-mail: sales@wellsplastics.com.

Tel: +44 1785 817 421

Fax: +44 1785 816 357

Wells Plastics Ltd
Emerald Way
Stone Business Park
Stone, Staffordshire
ST15 0SR
United Kingdom

Background

The use of fragrances to offer on shelf product differentiation or performance in end use applications is increasing. In addition to this the fragrance requirements are becoming much more sophisticated and demanding with customers requiring more complex and bespoke fragrances. Often these fragrances must fit into a group of products which may include cosmetics and toiletries thus careful matching and formulation work must be conducted to ensure the most appropriate masterbatch is supplied.

Advantages

Wells Plastics have met this challenge by forming strong alliances with leading fragrance manufacturers to ensure excellent matches to end customers aspirations and an almost infinite palate of fragrances to choose from.

In addition to the increase in sophistication there is also a demand for the fragrance to be stronger in odour and longer lasting in performance. Whilst in reality these are two competing requirements Wells have developed systems which incorporate a odour retention additive. This allows higher loadings of fragrance to be achieved in the masterbatch and a more controlled release once in use.

Products

Baby, Lemon and Rose fragrances form the backbone of our fragrance business but beyond that we supply a whole range of others – just ask us!

Application Examples:

Film extrusion –
Nappy sacks
Point of sale bags
Hospital Waste Sacks

Injection mouldings - Fridge fresheners



Rose Fragrance Masterbatch is extremely popular