



BROADWAY

YOUR ROAD TO PERFECT POLYMER

**EXPERTS IN
COLOURING
PCR**



Broadway improves the appearance, performance, value and sustainability of plastic components, by developing high-quality materials for use in plastic manufacturing.





About Broadway

Broadway is a trusted manufacturer of colour and effect masterbatch, additive masterbatch, plastic compounds and rotational moulding powders.

Established a quarter of a century ago, our materials are now used across many market sectors and are supplied to plastic moulders across the UK, Europe and beyond. Many household brands already choose to specify our accurate and consistent products for use in the manufacture of their plastic packaging.

We're situated in the Suffolk countryside, reachable in around 135 minutes from London Liverpool Street. Our friendly, customer-focussed team provide excellent service. We're always happy to offer helpful advice in response to new enquiries.



UK Plastic Packaging Tax

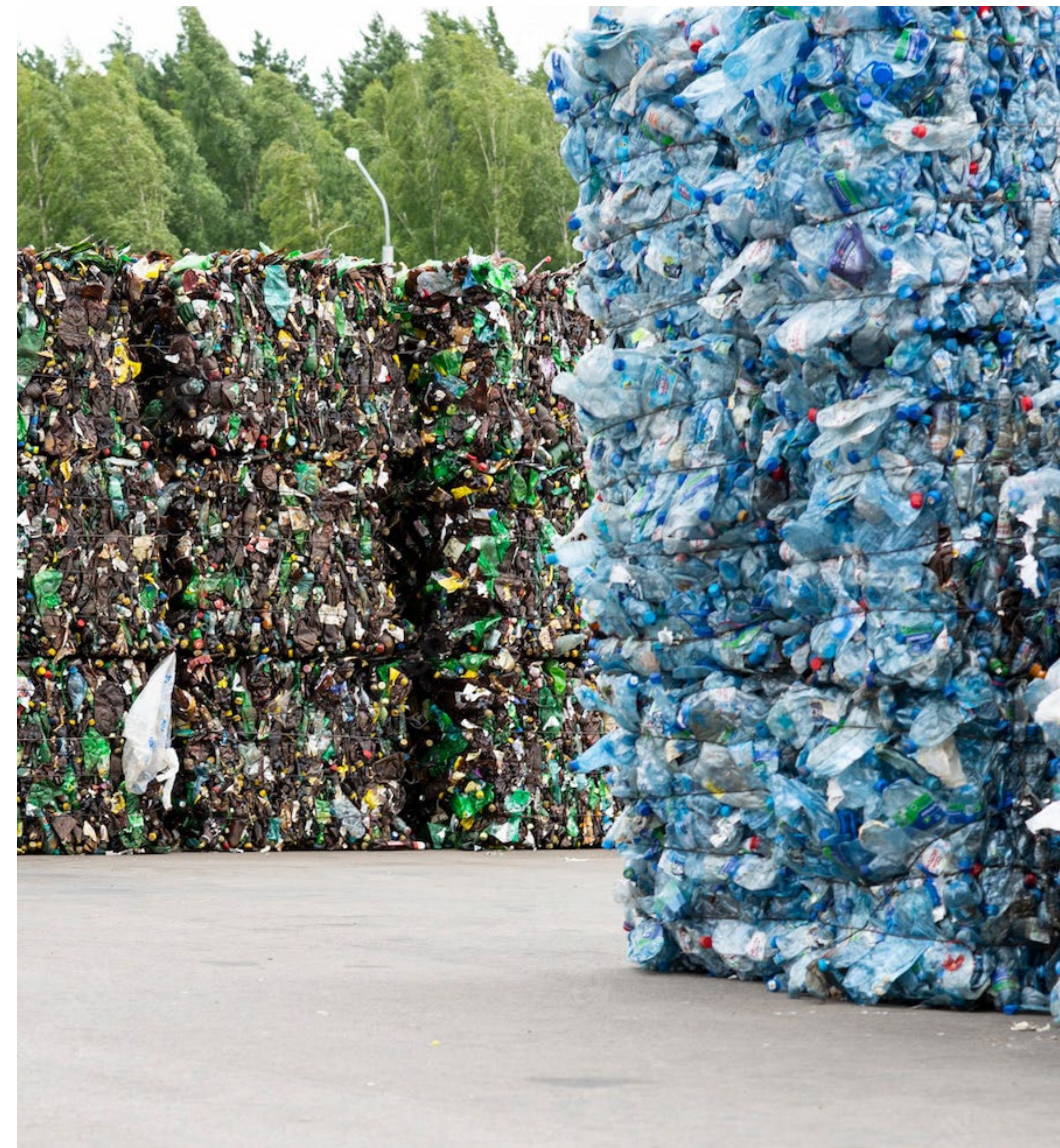


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- April 2022 sees the introduction of a new plastic packaging tax in the UK. This means businesses using plastic packaging containing less than 30% PCR (post-consumer recycled) material will incur additional taxes.

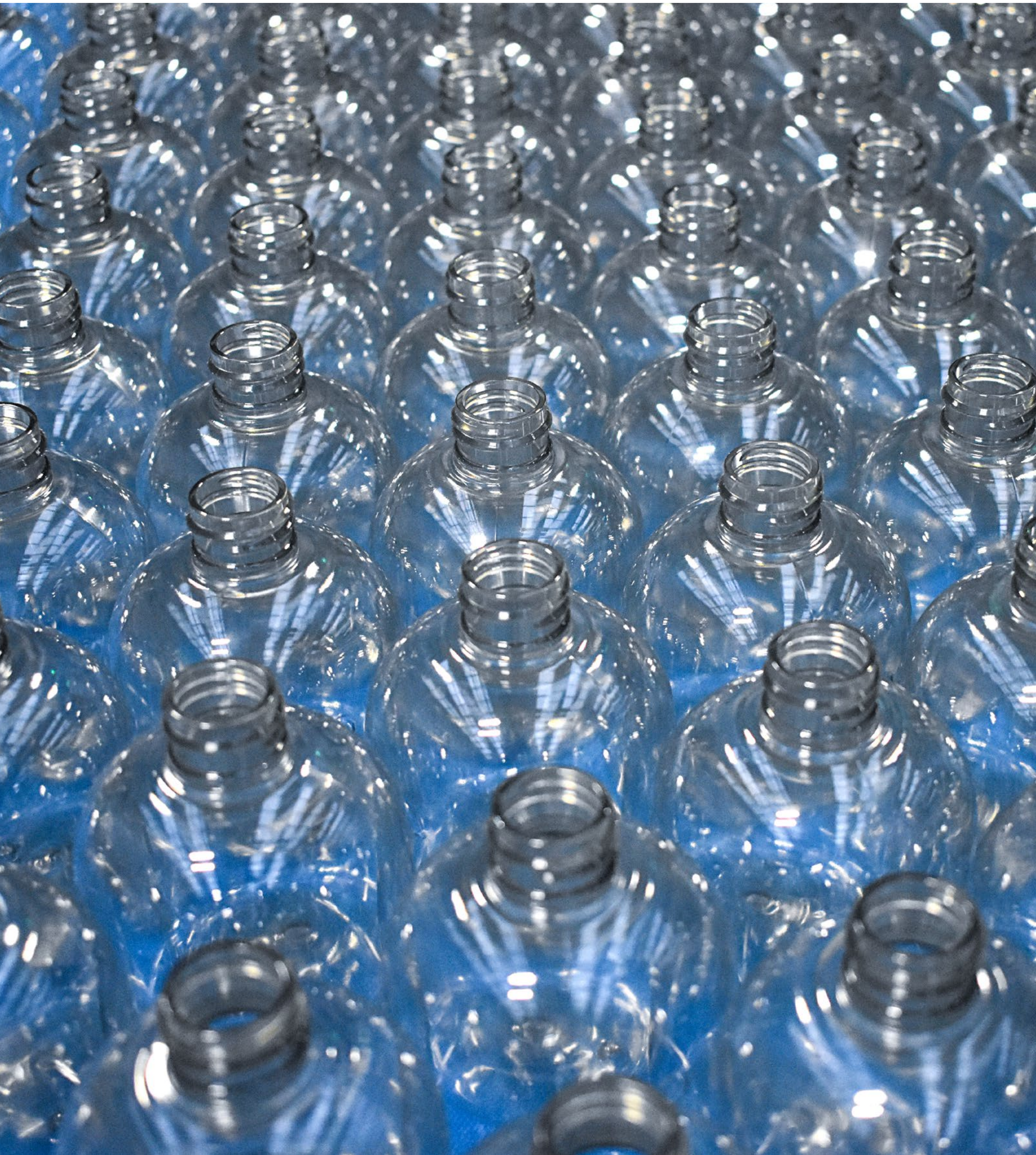
The new tax is designed to provide an economic incentive for companies to increase their use of recycled plastic in their packaging. Thus generating a greater demand for recycled plastics, enhancing their value.

As a result, any improvements to recycling rates will reduce the volume of waste materials going to landfill and incineration. Broadway are already a key supplier into large UK recyclers, to colour their recycled base materials.





UK Plastic Packaging Tax – Key Details



- From April 1st, plastic packaging must have a minimum of 30% recycled content to be exempt from the tax. The tax will apply to packaging containing less than 30% PCR.
- The tax will cost £200 per metric tonne of plastic per tax year and is subject to VAT.
- All businesses in the UK importing or manufacturing over 10 tonnes of plastic packaging per year will be subject to the tax.
- The tax will apply to the majority of plastic packaging sold in the UK, regardless of whether it is manufactured or imported into the UK.
- Products made in the UK for export to other markets will not be subject to the tax, providing proof of export can be demonstrated.



Our Sustainability Ethos

As a manufacturer of plastic materials, Broadway promotes the benefits of plastics, a material which is much maligned and widely misunderstood. We also appreciate the need to manage our environmental impact responsibly. As shown by our 2022 Ecovadis Sustainability Rating and our ISO 14001 certification.

We support customers in reducing their dependence on virgin plastic to achieve their sustainability goals. We believe that utilising PCR is the right solution wherever possible. Greater demand for recycled material will lead to better waste management and improve recycling rates.

Visit our [sustainability page](#) to read more.



Our Sustainability Ethos

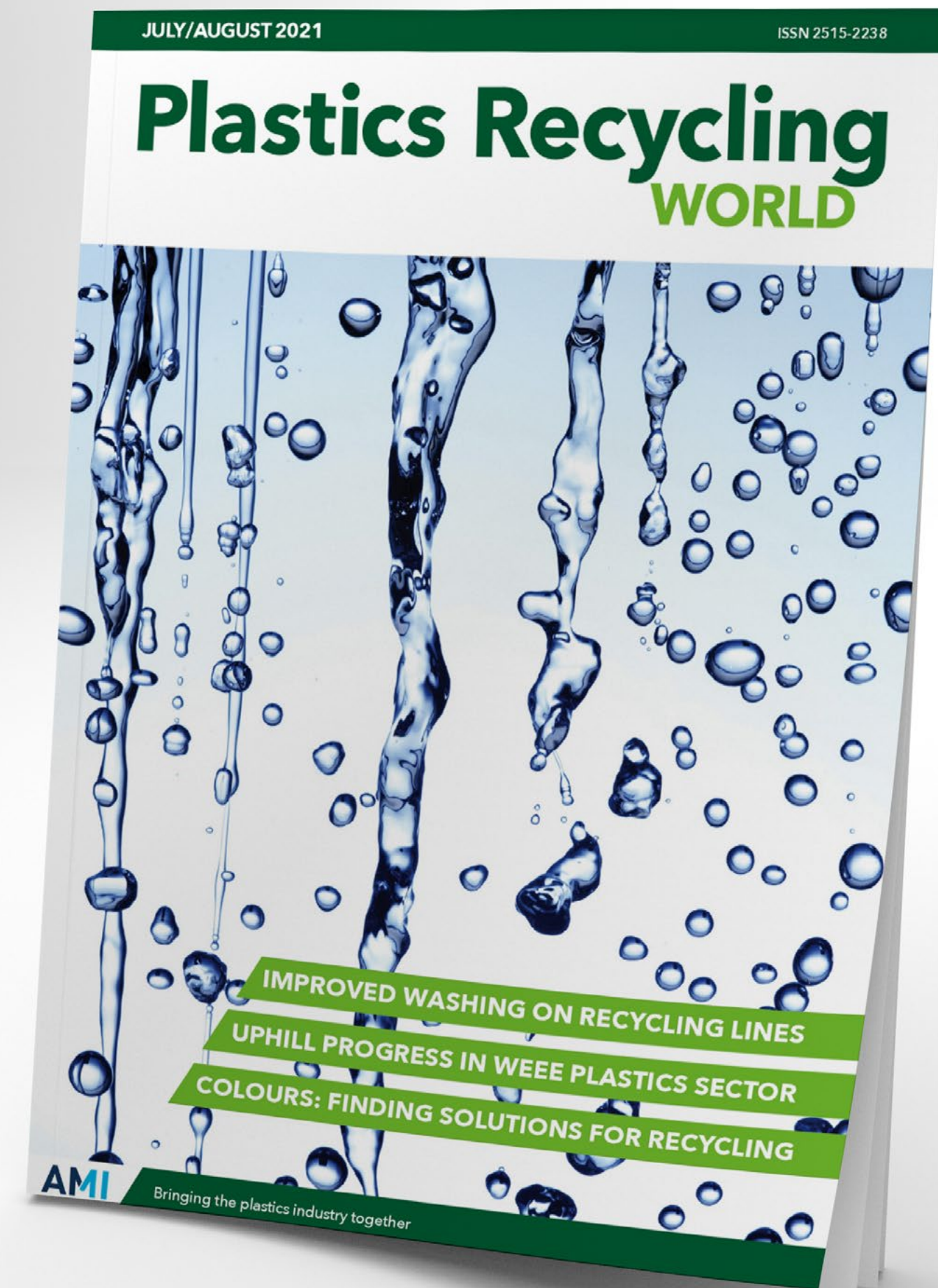


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Our Sales Director Nick Barber was featured in [Plastics Recycling World magazine](#) in 2021.

Nick spoke about driving change in consumer perception when it comes to plastic packaging and supporting brands to increase their use of PCR material.

Broadway believes that materials manufacturers and brand owners have an important role to play in supporting the changing landscape. For some time, Broadway has been encouraging brands to prioritise sustainability over aesthetics when it comes to their packaging.





Nick Barber
Sales Director

“ We know that colour is widely used for brand recognition, and consumers favour colourful packaging with no imperfections. However, we believe perceptions may soon change. You only need to look at sentiment towards the use of plastic generally to know how this can impact corporate decision making. We’ve seen instances of supermarkets reducing their use of plastic, even if evidence suggests that the alternative solutions aren’t actually greener.

Brand owners must be willing to make compromises on aesthetics in order to support sustainability. As PCR becomes more prevalent, consumers will gain greater awareness of recycled content in packaging...

”



Nick Barber
Sales Director

“Increased levels of PCR won’t lend themselves to perfect-looking packaging. However brands that are happy to feature imperfections have a great opportunity to communicate this positively. They’ll rightly be seen by consumers as leading the sustainability movement in plastic packaging.”

Environmentally conscious consumers will increasingly turn to these brands over those that prioritise appearance over sustainability. Our colour matching suite is perfect for allowing us to educate customers, it’s great for customers seeking to colour materials with high levels of PCR. We can demonstrate the colouring challenges that their chosen material might pose.”



Our Experience in Colouring PCR

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With the world focused on reducing plastic waste; brand owners, packaging technicians and moulders are rightly seeking sustainable options. PCR (post-consumer recycled) material offers a logical solution by utilising waste packaging – reprocessing it into usable materials for re-moulding.

As brands increasingly turn to packaging with high PCR content, it's vital to partner with a masterbatch manufacturer with expertise in colouring recycled plastics. Broadway are well-versed in colouring PCR. Our team have been formulating colours for recycled material for many years. We deliver dozens of colour matches for PCR every week and we've seen a significant increase in demand for PCR matches in recent months.



The challenges of Colouring PCR



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PCR material is typically tinted, so lighter, brighter and translucent colours are not always achievable. A good analogy would be washing your brush in a pot of water when using watercolour paints. As more colour is washed into the water, it becomes 'muddy'. Once it loses its original clarity, it becomes impossible to make that water clear again or turn it into a vibrant colour.

Using PCR is very similar in that the inherent tint of the base material will limit the effect the masterbatch can have when dosed into it. The other challenge is that recycled polymer will vary from batch to batch. So a colour which works with one batch of material, may need adjustments to the formula to give the same result when used with a different batch of PCR.



The challenges of Colouring PCR

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Our bottles and plaques demonstrate how different levels of PCR can impact your mouldings. In clear polymers, PCR creates a smokey look when compared to virgin. In opaque polymers, where virgin is white, PCR is grey. When colour is introduced, greater levels of PCR make the colour less vibrant. Our bottle mouldings with graduated levels of PCR show how the colour is affected.





Colour Matching for PCR

Not only are Broadway able to formulate colours for customers looking to increase their use of PCR, but we're able to give helpful advice too. Brand owners will know how they'd like their products to look, unfortunately using high levels of PCR material creates limitations on which colours and effects can be successfully achieved.

Improving sustainability must be a priority for us all, even if that means compromising aesthetics. Broadway encourages customers to consider using PCR, or increase the level of PCR in their products wherever possible. We're on hand to efficiently formulate new colours for PCR.

[Use our online form](#) to submit a new request for a **FREE** colour match.



[FREE Colour match request](#)



Our expert colourists have produced 50,000 approved custom colour matches. The process is an art which cannot be easily mastered, only experience can provide accurate, compatible and cost efficient matches.

Our team will take a number of important criteria into account when selecting pigments or dyestuffs for a formulation. These include; heat stability, polymer compatibility, lightfastness, toxicity, metamerism and cost. Dosing into a tinted material (such as PCR) adds yet another factor for our experts to take into account.

Once we've formulated your colour match, we'll post colour plaques to you for approval, free of charge. Alternatively, you're welcome to join us on-site where you can approve matches as they're developed.



Our On-site Colour Matching Suite

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Our colour suite allows customers to review matches on-site as they're made. This means we can instantly demonstrate how colour is impacted by different levels of PCR content. With access to our expert colourists, the latest testing equipment and our friendly team offering support each step of the way, our customers are in safe hands.

This facility allows new colour ranges to be developed and approved within a day; saving time and money. The Body Shop utilised this service to develop new colours for a product range with high levels of PCR material in the packaging.





Case Study: **The Body Shop**

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Having launched their Community Trade recycled plastic initiative, The Body Shop turned to Broadway to lead the development of colour for their high PCR content bottles. The differing shades of each batch of recycled material present challenges to plastics colourists. These challenges are magnified when high levels of PCR material are used.

Representatives from The Body Shop utilised Broadway's on-site colour suite to develop and approve colours with ease and efficiency. The main focus for their visit was their Ginger Shampoo bottle, which uses 100% PCR content, 15% of which is Community Trade Recycled.



Case Study: **The Body Shop**



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It was surprising to see how much PCR content affected the final colour. Working with Broadway was great, as not only were they able to explain in great detail how the colour can be affected, but they were also able to show us, first-hand, how it looked.

By carrying out the colour matching at the Broadway Colours site and being able to feedback on the same day, it saved us precious time on development. ”

Lauriane Buffe

Product Development Manager, The Body Shop



Broadway's Expertise

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We process in excess of 50 new colour matches every week. With the plastic packaging tax due in April, it's no surprise that a significant percentage of new requests are for colours to be dosed into material with at least 30% PCR content.

Broadway have an extensive range of testing equipment. Our light cabinets allow our team (and customers, when on-site) to review colour matches under the correct light source. Spectrophotometers allow us to analyse our colour matches for technical accuracy. We work to a tolerance of just one Delta E, much tighter than the industry standard.

Our team have experience in formulating colours for various grades of PCR material, including PCR-PP, PS, PET and HDPE.





Broadway's Expertise

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Broadway boasts an expert technical team including PhD scientists with vast knowledge of regulatory compliance for plastic materials. Our talented colourists have a combined industry experience of over 30 years. They're able to develop food grade masterbatches with cost in mind.

Our growing customer base relies on Broadway to develop specialised formulations of premium-quality. We achieve this through understanding, innovation, use of high-quality raw materials, operational excellence, stringent quality control and exceptional customer service.

We are able to offer scientific support to all customers and we can provide samples for testing according to each customer's specific requirements.





Big Brands Choose Broadway

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Our materials are specified by several leading consumer goods companies.



Here are examples of just some of the well-known brands who utilise our materials.



We understand that accurate and consistent colours are vital in maintaining the integrity of your brands.





The Broadway Benefits

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- FREE Colour matching and reputation for colour accuracy
- On-site colour matching service – great for colouring PCR
- Experts in formulating custom materials at competitive prices
- Fast lead times – next day deliveries on stocked products
- Consistent materials of premium-quality
- Impressive special effects portfolio
- Comprehensive range of performance additives
- Extensive testing facilities and rigorous QC procedures
- Low minimum order quantities
- Call off and consignment stock services
- Vast knowledge of regulatory compliance for plastic materials
- Excellent customer service delivered by our friendly team
- Established, family-run business, trading internationally
- **ISO9001** and **ISO14001** accredited supplier





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MASTERBATCH / COMPOUNDS / ROTO POWDER

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