



BROADWAY

YOUR ROAD TO PERFECT POLYMER

COLOURS, ADDITIVES & EFFECTS
for plastics

MASTERBATCH / COMPOUNDS / ROTO POWDER

1997 – 2022

25
YEARS

of high-quality
masterbatches

**We develop high-quality
materials to improve the
appearance, performance,
value and sustainability of
plastic components.**

MASTERBATCH / COMPOUNDS / ROTO POWDER



Welcome

Firstly, thank you for taking an interest in Broadway. If you're looking for a trusted and reliable manufacturer of high-quality masterbatches, compounds or rotational moulding powders then you're in the right place.

We believe that a materials supplier must be a plastic moulder's valued partner. Our team will invest time in getting to know you and your business. Understanding your requirements means we can deliver the right solutions. Our purpose is to make a positive contribution to improving the appearance, performance, sustainability and value of your plastic components.

We forge lasting partnerships. We have a robust supply chain and we've been trading with leading plastic moulders in the UK for 25 years. Our customer base is growing across the UK and Europe. We value every order – big or small. We'll never cut corners when it comes to quality, but our efficient formulations often deliver cost-savings for our customers.

A number of multinational consumer goods companies specify our colourants for use in the packaging of their branded products. We know that colour consistency is vital in maintaining the integrity of a brand and we're proud to provide market-leading colour accuracy. Our team also have a deep understanding of the regulatory landscape surrounding plastics. We only use high-quality raw materials and will ensure our products are compliant with your specified standards. Each order we dispatch undergoes a rigorous QC process and our quality management is ISO 9001 certified. This is why we have an incredibly high product acceptance rate of 99.8%.

We've come a very long way since I started the business with just two other staff in 1997. We've grown to become a leading UK masterbatch supplier, employing 60 staff, mainly based at our manufacturing site in Suffolk. We recently entered the German market with the launch of Broadway GmbH to help grow our sales in mainland Europe. Whilst we've grown, we remain an independent, family-owned business, retaining the values we were built on. We're still able to take an agile approach to new customer requests – responding swiftly and keeping lead times to a minimum, which we know is vital in ensuring your production lines keep running.

Whether you need a custom colour, special effect, performance additive, a speedy, off-the-shelf solution or a niche plastic compound, we can help. Our friendly team are always on hand to offer useful advice, a free colour match and the promise of great service.

A handwritten signature in black ink, reading "Joe Maynard". The signature is written in a cursive, flowing style.

Joe Maynard
Managing Director

+44 (0)1986 875 100 / sales@broadwaycolours.com / www.broadwaycolours.com

A proven heritage...

1997

The business is founded by Joe Maynard along with his business partner and just one other employee. Working from a small unit in Halesworth, the company primarily manufactured custom colours for the cosmetics sector with a single production line. Staff headcount doubled to six by the end of the year.

2003

Organic growth results in more staff being appointed. Broadway takes on additional units on the estate to house the growing company. Space accommodated stands at 15,000 ft².

INVESTMENT:
4 x 27mm twin screw
extruders and 1 x 18mm
twin screw extruder.

2009

Broadway has entered new market sectors. Plans are made to move to new premises due to increasing product demand and a growing customer base.

2011

Broadway acquires an additional 25,000ft² premises and launches roto powder production from the existing site.

INVESTMENT:
Pallmann grinder and
75mm single screw
compound line completed.

2012

Broadway's bigger customer base results in increasing demands for larger lot orders.

INVESTMENT:
5th 27mm twin screw extruder
– capable of higher output
than previous models.

2013

ROTO powder orders increase and greater demand for larger lot masterbatch orders means more space is required.

INVESTMENT:
90,000sq ft premises in
Holton, Suffolk is acquired and
renovation work begins.

2014

The entire business is now under one roof at the new Holton facility – the site we still operate from today.

INVESTMENT: Weather testing and additional QC equipment added to the growing laboratory. A second grinder is installed, increasing grinding capacity by 100%.

2015

Broadway's on-site colour matching suite is launched.

INVESTMENT: Second 75mm single screw compound line is added to support increased demand for roto powders. Investment is made in the colour suite build.

2016

Staffing levels increase to cope with greater workload across masterbatch and roto powders divisions. A new production line is required to manufacture smaller lot sizes more efficiently.

INVESTMENT:
Second 18mm twin screw extruder added, reserved to produce smaller lot orders.

2018

Broadway continues to diversify and demand soars. Requirement to increase masterbatch & compounding capacity.

INVESTMENT:
40mm twin screw extruder installed for masterbatch and compounding services, offering double the throughput of existing machines.

2019

Additional staff taken on across technical, production, sales and purchasing departments.

INVESTMENT:
Energy efficient upgrades
as well as further laboratory
testing equipment.

2021

Expansion into Germany with launch of Broadway GmbH. New laboratory built to increase capacity for R&D and testing. Second 40mm twin screw extruder installed.

INVESTMENT:
New laboratory is built and
new production line added.

2022

Broadway celebrates 25 years in business. The company rebrands and launches a new website. New QC and improved mixing facilities are added.

INVESTMENT:
New mixing equipment.
Internal and external site
upgrades including new QC
area. Marketing investment
including new website build.

...built on experience

Since we were founded over a quarter of a century ago, our expertise and operational excellence have allowed us to develop an enviable product portfolio. Our materials are used across many market sectors and are supplied to plastic moulders across the UK, Europe and beyond.

We'll manufacture customised solutions to suit your unique requirements. We also stock a universal masterbatch range of 122 colours, often available on next day deliveries. We pride ourselves on offering fast lead times, great value materials and exceptional service.

In 2015 we relocated to our 90,000ft² site in Holton. Situated in the Suffolk countryside, we're reachable in around 135 minutes from London Liverpool Street. Our on-site colour matching suite allows customers to join us to approve custom matches as samples are made. This process saves precious time, as several new colours can be developed, reviewed and approved in a single day. Recent upgrades offer further insight into our process – a window to our brand new laboratory allows sight of our colourists at work, formulating new colours.

A combined experience of over 40 years, access to the latest pigments and colouring technology means our expert colourists will provide accuracy and consistency with your custom colours. We work to an industry-leading colour tolerance of just one Delta E, so it's no wonder our colourants are specified by leading brands. With over 50,000 unique formulations produced to date, you can rest assured your request is in safe hands.

In recent years we've expanded our range of additives and processing aids. A new laboratory and improved manufacturing infrastructure means we're perfectly placed to develop customised plastic compounds in response to niche requirements.

In addition to masterbatches and compounds, we've been manufacturing high-quality rotational moulding powders for over a decade. We provide custom colours with competitive lead times, as well as a stocked range of over 20 colours including mottles. All our roto powders are ground to

500 microns, with a variety of melt flow and density specifications available.

Our technicians are experts in regulatory compliance, giving you peace of mind that your materials will be developed for compliance with whichever regulatory standards you specify. We're happy to issue compliance statements on request.

All our twin-screw extrusion machines have identical architecture. This provides consistency and allows us flexibility in scheduling jobs, which helps keep lead times to a minimum. We have extensive in-house testing facilities and rigorous QC procedures. Our quality management is ISO 9001 certified and we're proud to maintain an impressive product approval rate. We'll never cut corners when it comes to quality, but our experience in crafting efficient formulations will often deliver overall cost-savings.

We never stand still. 2021 saw the launch of Broadway GmbH to help us grow sales in Germany and across Europe, we now employ around 60 staff. Many customers have been trading with us for a long time and we really value the partnerships we've built. We'll always strive to innovate, inspire and provide value through high-quality materials and excellent service. We've achieved so much over the past 25 years and we're excited to see what the future holds.



Broadway have been a consistent factor in supplying us with hundreds of colours for almost 15 years, an efficient and customer service driven supplier who delivers on time, every time.

Mark B.
Operations Manager
Synergy Plastics

Our values

Embodied by our staff, our values are the keystone of our organisation. Our interactions, processes and decisions are made with these in mind. This helps us achieve our mission of providing market-leading colour accuracy and premium-quality materials, always delivered with excellent service.

QUALITY

We're proud to manufacture premium-quality products; accurate, consistent and delivered with quick turnarounds. We achieve this through understanding, innovation, use of high-quality raw materials, operational excellence, stringent quality control and exceptional customer service.

EXPERTISE

Deep knowledge and experience runs through the spine of our organisation. We can overcome technical challenges with innovative solutions and expert guidance. A broad product portfolio along with skilled staff and modern infrastructure helps us cater for specific requirements with customised solutions.

ADAPTABLE

We're agile in our approach. We'll consider things from a customer's perspective and we'll always strive to meet their requirements with our flexible, can-do attitude. We adapt to changing market requirements, exploring new possibilities and developing solutions to help our customers move forwards.

RESPONSIBLE

As a manufacturer of plastic materials, we promote the benefits of plastics and appreciate the need to manage our environmental impact responsibly. We hold ISO 9001 and ISO 14001 accreditations. We support customers in reducing their dependence on virgin polymer and we've developed new materials to help customers achieve their sustainability goals.

TRUSTWORTHY

We're a family-owned business, trust and integrity are fundamental pillars of our character. We care for our staff and we build trust and understanding with suppliers and customers. We always take an honest, objective approach. We form sustainable practices and successful, lasting business relationships.



Globally connected

Broadway boasts an international reputation as a market leader for colours, effects and additives for plastics. We supply customers operating within the UK, mainland Europe and beyond.

We work closely with reputable couriers and large international pallet distribution networks, meaning we keep our lead times to a minimum and deliver your products in the very best condition.

Deliveries in the UK can be fulfilled within 24 hours (subject to stock availability), and on a timed service if required. Deliveries to Europe and the rest of the world can be catered for within 3-5 working days depending on location and shipment size. Unless otherwise specified, delivery costs are included in the price of customer orders.



Our success is built on reacting quickly to help our customers stay one step ahead, wherever they are.

Chris Bird
Sales Manager, Broadway

A trusted supplier to many market sectors



Cosmetics & toiletries



Automotive



Construction



Household



Food & drink



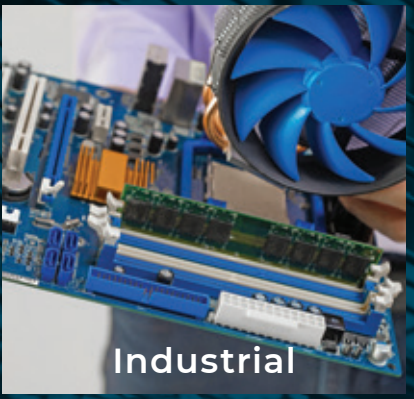
Medical



Electronics



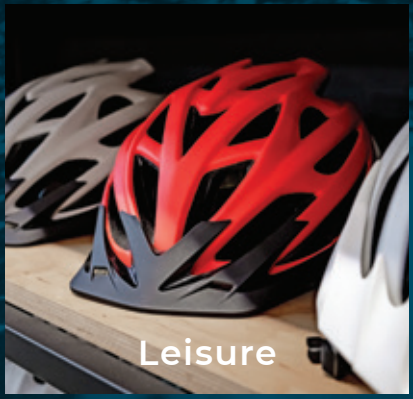
Personal care



Industrial



Pet care



Leisure



Toys

Masterbatch

We specialise in the manufacture of cost effective, polymer specific, custom colour masterbatches. We work to an industry-leading colour tolerance of just one Delta E. We've created over 50,000 custom formulations, so you can be sure your request is in safe hands. Contact our friendly team to try our FREE colour matching service today.

Using vast experience, modern technology and high-quality colourants, our expert colourists will provide accurate and consistent custom masterbatches. Custom colour requests can be matched within three to five working days and production orders can be dispatched within just five working days of an approved sample. Custom colours are combinable with special effects and we're able to incorporate performance enhancing additives and processing aids.

Our team will take a number of important criteria into account when selecting constituents for your formulation. These include heat stability, polymer compatibility, lightfastness, toxicity, metamerism and cost. 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 – details on the next page.

Our custom masterbatches are polymer specific. This means they're formulated for high performance when dosed into your chosen material. We manufacture masterbatches for use with all commonly-used polymers. If you're running something a little different, then please get in touch. Our expert technical team can offer useful advice, and we'll provide a solution wherever we can. We also offer a universal masterbatch range of 122 colours, often available with next day delivery (UK orders, subject to availability).



“
The sales team are fast responding and reactive to information requests and urgent requirements. Within 30 minutes I had an answer on capability and a commitment to deliver within three working days. This saved our production run from shutting down.

Luke W.
Purchasing Coordinator,
Berry Market Rasen



Broadway's colour suite

Our colour suite allows moulders, designers and brand owners to join us on-site to approve colour matches as samples are made. With access to our friendly team and expert colourists, this process saves precious time on development – several colours can be formulated, reviewed and approved in a single day.

This facility provides the perfect solution in response to the ever increasing demand for colouring PCR (post-consumer recycled) materials. Using sample material from your specific batch, our team can demonstrate how PCR content will impact the colour of your end component.

Our impressive wall displays showcase a large variety of colours, special finishes and end products, providing extra inspiration should you need it. Recent upgrades offer you further insight into our process – a window to our new laboratory allows sight of our colourists at work, formulating your colours. Our friendly, helpful staff will be on hand to offer you support throughout the process. With secure Wi-Fi available, your office is never too far away, but you're welcome to just sit back and enjoy the coffee whilst we do all the hard work for you.



“
They understand the need to respond quickly and efficiently with high quality products. I would not hesitate to recommend Broadway.

Louise S.
Divisional Purchasing Manager,
Berry CPI



Custom compounds

If you experience inconsistencies when colouring with masterbatch then Broadway's custom plastic compounds can offer you the solution. With a minimum order quantity of just 25kg, we cater for a variety of needs. We're able to run 100% PCR (post-consumer recycled) compounds to assist customers in meeting their sustainability goals.

Where customers using masterbatch have to dose and distribute colour accurately throughout production, those using our compounded materials move ownership of this process to us. This is particularly beneficial for highly colour critical applications or where challenges in distributing colour with masterbatch are encountered during production. As plastic compounds contain the complete material required for moulding, they also provide a practical solution for moulders who are not blessed with state-of-the-art dosing equipment.

We've worked with a number of customers to deliver custom compounds for niche requirements. Our Special Project Team review such enquiries and our technicians will explore solutions. Our new laboratory and expanded technical team have improved our R&D capacity, facilitating the efficient development and testing of bespoke materials.

If you need a colour compound quickly, we can compound any of our stocked, universal masterbatch colours in a variety of base polymers. Our expert team can advise on compatibility and pricing. We can also provide a toll compounding service to process customer-supplied materials, as well as offering call-off and consignment services. Our compounds are manufactured under tight quality control measures. This guarantees homogeneously blended materials which our customers are benefiting from in increasing volumes.



Broadway have been our provider for some years now in all our technical material needs, with expert technical knowledge and advice including assisting in what we really need and providing bespoke solutions.

Shaun M.
Director, Rototek

Rotomoulding powders

We've manufactured rotational moulding powders for over a decade. Our expertise in colouring plastics allows us to offer the highest accuracy and consistency with custom colours for rotational moulding. Our products have been said to surpass anything else on the market.

Our high-quality powders provide accurate custom colours with competitive prices and fast lead times. We're proud of our industry-leading colour control measures. As our entire process is managed in house we have complete colour control over all materials we manufacture. Our colourists have successfully developed over 800 custom colours for our rotational moulding customers. We also have a stocked range of over 20 rotational moulding powders including mottle effects for millstone, sandstone, white marble and green marble.

We manufacture materials for a range of specialities. Our Supra-Linear powder is a complex blend of materials, engineered for use in the manufacture of kayaks, dinghies and canoes. We also offer tank grades, flame retardants, foams and antimicrobials.

Free samples of our powders are available on request. We can also supply moulded samples as a plaque chain, hex bin or rotationally moulded cube. Our rotationally moulded 3D sample cube is unique in the market. All our powders are ground to 500 microns so they're suitable for many different applications including complex mouldings. We supply a variety of melt flows and density specifications to meet a range of specific requirements.



Special effects

Broadway is a market leader in special effects for plastics. We've been supplying special effects for branded plastic packaging for over 20 years. We've developed an extensive effects portfolio which proves popular with brand owners and moulders alike. Our frosted effect for PET has been described as the best available.

Special effects are increasingly favoured in the design of modern plastic components. Our special effects portfolio has been utilised by brands such as Nescafe, Glade, V05 and Sensodyne. If you're seeking visual distinction, then our special effect masterbatches can give your products the edge over those of your competitors.

Masterbatch typically forms a small proportion of your total material and production costs, so a little extra investment here can make a huge difference to your end product. Our full range of effects is listed below. More detail is available on the special effects page of our website.



- ✓ METALLIC
- ✓ SPARKLE
- ✓ PEARLESCENT
- ✓ FROSTED
- ✓ INTERFERENCE
- ✓ FIBRE
- ✓ FLUORESCENT
- ✓ LUMINESCENT
- ✓ PHOTOCHROMIC
- ✓ THERMOCHROMIC
- ✓ VARIOCHROME



Performance additives

Additive masterbatches are used to enhance the physical properties of plastics. Additives can prolong the life of a plastic product and help to ensure it meets the needs of consumers. Broadway's performance-enhancing additives deliver a range of benefits for our customers. We provide additives to improve processing or improve the performance of your end components.

We can supply additives as a stand-alone masterbatch, or more commonly we'll incorporate additives into your coloured masterbatches and compounds. Our expert team will tailor the addition rate for your exact manufacturing conditions and specific end use requirements. Our in-house accelerated weather testing equipment allows us to test samples for colourfastness and degradation of the polymer.

Our range of additives is listed below and more detail is available on our website. Our product offering continues to evolve in response to market demands. Please get in touch to discuss your specific needs. Our expert R&D scientists are always happy to explore new solutions.

- ✓ UV PROTECTION
- ✓ ANTIMICROBIAL
- ✓ ANTI-COUNTERFEIT
- ✓ ANTI-STATIC
- ✓ MOULD RELEASE
- ✓ LASER MARKING
- ✓ BLOWING AGENTS
- ✓ ODOUR NEUTRALISER



Broadway have taken the stress out of trying to keep up to date with all our technical needs. They provide us with a common sense approach to incorporating any new material changes and additives into our production and adapting the materials to suit.

Shaun M.
Director, Rototek





A moulder's valued partner

We recognise that a masterbatch manufacturer must be a valued partner to plastic moulders. Our problem-solving mentality allows us to make a positive contribution to improving the quality, processability, material cost and sustainability of your plastic components. Our customers in mainland Europe often find we're able to provide cost-savings and faster lead times than their existing suppliers.

Broadway has been trading with moulders across the UK for a quarter of a century. Our sales across Europe are growing since the launch of Broadway GmbH in 2021. We take time to understand your processes, challenges and needs in order to deliver the right solutions. We value every order – big or small and our high-quality materials will always be supplied with reliable, attentive service and expert technical support.

We produce materials for use in a multitude of plastic manufacturing processes. Our experience means we'll offer accurate technical information and expert advice. We develop customised materials to suit a number of specific requirements. Our technical knowledge and passion for innovation helps us support our customers in developing new products and embracing new ways of working.



“
Broadway worked with us for several months to achieve the optimal results our customer was looking for. This project was an absolute success for our business.

Vasco M.
Operations Manager,
SI Protech



Working with Broadway was great. By carrying out the colour matching at the Broadway site and being able to feed back on the same day, it saved us precious time on development.

Lauriane B.
Product Development Manager,
The Body Shop



Specified by leading brands

Maintaining a positive brand image not only relies on formulating your brand colours accurately, but also in ensuring your colourants process correctly, every time. With industry-leading colour accuracy and a 99.8% product acceptance rate, it's no wonder our materials are specified by several multinational consumer goods companies. We've been supplying coloured masterbatches to the cosmetics industry since 1997. Brands across various sectors now specify our materials.

Our innovative special effects portfolio proves popular with brand owners and our on-site colour matching suite allows a range of new colours to be developed and approved in a single day. The Body Shop successfully utilised this facility when formulating colours for bottles with high levels of recycled plastic. Find out more on our website.

Regulatory compliance is a vital consideration when packaging food, beverages, cosmetics and personal care products – don't worry, we've got you covered. Our dedicated compliance experts react quickly to enquiries and provide brand owners with the assurances they need when considering their plastic products or packaging.

But we don't just work with well-known household brands. We love working with new businesses and niche product owners too. We understand that smaller businesses put their heart and soul into their product range, as well as a financial commitment. Enquirers with no experience in plastic manufacturing can trust Broadway to explain any challenges and suggest solutions, without the industry jargon.



Reassuringly compliant

Broadway possesses an in-depth understanding of the regulatory landscape surrounding plastics. Our dedicated compliance team are on hand to respond quickly to enquiries, offering valuable support and guidance. We'll engineer product formulas to ensure the materials we supply comply with any regulatory standards you've specified. This will be backed with compliance statements issued upon request. Our quality management is ISO 9001 accredited, this internationally recognised standard illustrates our commitment to providing the very highest quality.

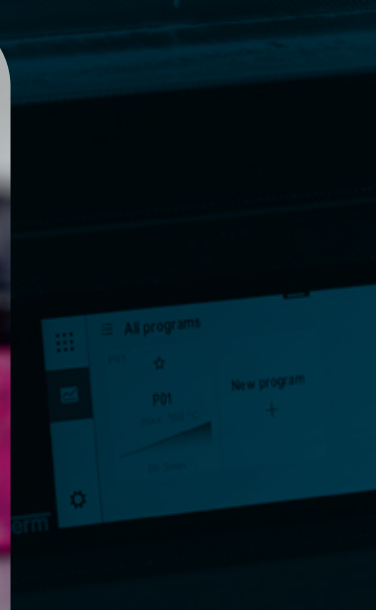
We only use high-quality raw materials. Our product constituents adhere to several stringent regulations to provide customers with total peace of mind.

We regularly communicate with our suppliers to ensure the raw materials we use are fully REACH compliant now and in the future. We continually monitor this in order to keep customers informed of any changes. We're able to seek alternative constituents and re-formulate our materials where changes are required. Our other compliance measures include Commission Regulation (EU) No 10/2011, Resolution AP89.1, EN-71:Pt3, FDA and RoHS. For more details, please visit our website or request a copy of our compliance document. Upon request we can also produce materials which comply with other regulations if required.



“Our new high-gloss piano black remains detectable in NIR recycling streams. This demonstrates our commitment to diverting materials away from landfill whilst maintaining a resolute focus on the aesthetics of the moulded component.”

Dr Stephen Rayner
R&D Scientist, Broadway



Sustainability and innovation

Our environmental management is ISO 14001 certified. In 2022 we were delighted to receive further recognition with an Ecovadis Silver Sustainability Rating.

When it comes to manufacturing, we understand the need to minimise our environmental impact. We signed up to *Operation Clean Sweep*® – an international program designed to prevent plastic materials entering the marine environment. Our Corporate Social Responsibility Team continue to review our processes with a view to making further improvements wherever possible.

Despite all the bad press plastic receives, we know life-cycle analyses prove it's often the greenest material choice. Alternatives such as glass, aluminium and paper may use more resources, more water and energy in production and more fuel in transportation. Greenwashing often sees companies eliminating plastics, but sadly replacing them with alternatives which are more harmful to the environment. We believe it's important for material choices to be based on doing good, not simply looking good in the eyes of consumers and the media. We promote the mantra of reduce, reuse and recycle.

We strive to be leaders in the field of masterbatch by exploring new ideas, technologies, and additives to enhance our product portfolio. Our products and services can help brands improve the sustainability of their plastics. Our on-site colour matching suite assists customers in their transition to PCR materials. We're also trialling an odour neutraliser additive for use in PCR, as well as offering masterbatches with PCR carrier resins.

Our expert team recently developed new NIR detectable 'piano black' masterbatches for PET and PP which are EU food contact compliant. High opacity, high gloss black plastics are a popular packaging choice in the food and drink sector. However, their recycling compatibility is restricted by high levels of carbon black pigments used in traditional black masterbatches. Broadway called upon its extensive experience in colour chemistry to overcome this barrier. We see this as a real solution for the packaging industry.

Our investments in R&D are helping us realise our aim of becoming a leading partner in our customers' product development. Our market-orientated approach means we continue to evolve our product portfolio in response to the latest demands. If you have a specific material requirement then please get in touch.





BROADWAY

YOUR ROAD TO PERFECT POLYMER

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