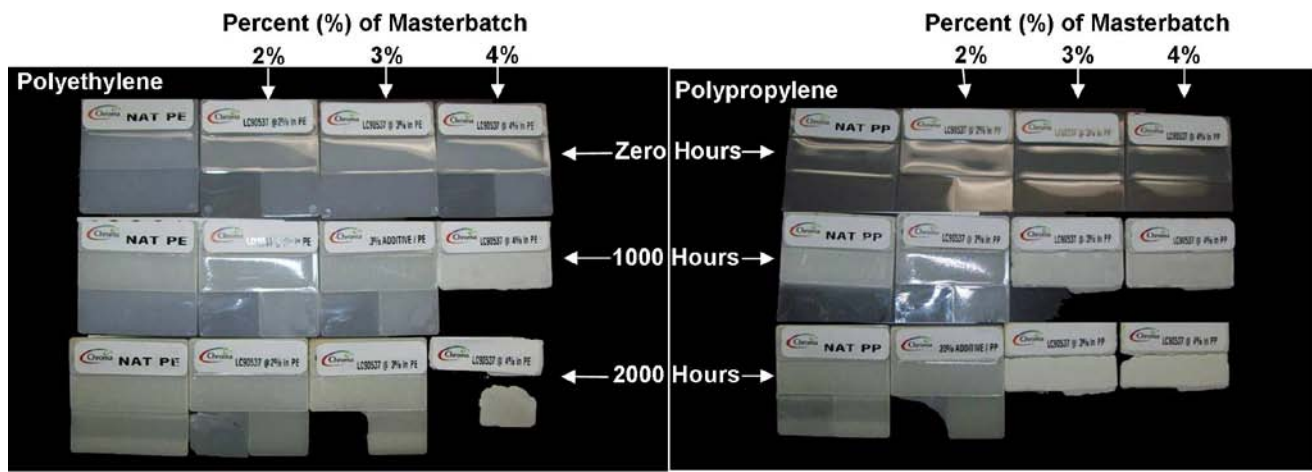




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Chroma Biodegradable masterbatch for Thermoplastic polyolefin resins allows plastic parts to return to nature

McHenry, IL, July 1, 2010- Chroma Corporation introduces its new line of biodegradable masterbatches that allows processors to make standard polypropylene and polyethylene biodegradable. The product is FDA sanctioned and RoHS directive compliant. This new technology initiates a natural process in polypropylene and polyethylene to return the plastic back to nature.

“The advantage of Chroma’s new concentrate is that processors of typical PP and PE resin can now offer biodegradable products. The shelf life of the product can be controlled by the amount of concentrate they use. This product allows plastics that have the biodegradable additive to also be recycled without causing damage to the recycled resin stream, which the PLA resins can cause.

Unlike PLA resins, this product can be used in standard tooling, offers enhanced physical

More

properties and at a much lower overall costs”, says Stuart Swain, Chroma’s Director of Sales and Marketing.

In terms of processing, it works well in both conventional and high-speed thin wall injection molding, sheet extrusion, blow molding and blown film. The product was designed for use in food packaging, closures, blow molded bottles, disposable thin wall containers, blown film and other applications. This product can also be added with Chroma’s color concentrates, which will have little to no effect on the degradation process.

The new concentrate is designed to lower the molecular weight of the polymer compounds to allow quicker oxidative bonding. Uses naturally occurring elements, such as sunlight or heat and oxygen to initiate the oxidative degradation of high molecular weight polymer chains into low molecular weight compounds that can be further aerobically degraded in the natural environment to produce water, carbon dioxide and biomass.

“Consumer companies are looking for products and packaging that is good for the environment,” says Mir Ali, Chroma’s Director of Technology. “Our new FDA sanctioned biodegradable masterbatch product line allows companies to offer products that are biodegradable, but can also be recycled. This is a flexible cost efficient masterbatch”.

The use of different use rates, typically between 1 and 4 percent, allows processors to control the shelf life of their products.

About Chroma Corporation

Founded in 1967, Chroma Corporation is a global thermoplastic-compounded raw material leader. Product offerings include the broadest range of custom color, special effect, and specialty additives in masterbatches and precompounded products in commodity and engineering thermoplastic resins. Materials are designed for extrusion, injection molding, blown film and a multitude of other processes and applications including rotational molding. For more information, please visit www.chromacolors.com or e-mail chroma@chromacolors.com

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