

## Ultrapolymers attracts the crowds at PDM 2011

Ultrapolymers would like to thank everyone involved in PDM11 for a successful exhibition. We hope that designers/engineers and moulders gleaned some inspiration from our stand and managed to have a chat with our representatives, enjoy a beverage and get their hands on our sort after scented cellulose acetate key rings, or our famous post- consumer recycled nylon 'ball bags' (a 'use again' shopping bag that fits into a polypropylene ball).

## Innovative Polyamides

If you came to the show you will be aware that we are putting an emphasis on our polyamides in 2011 and you may have got your hands on one of our nylon 'ball bags'. Adding Aquafil and Ascend materials to our portfolio has given us the ability to offer solutions to those looking for PA6 and PA66 in a tight market.

Aquafil's innovative recycled nylon, 'Econyl', was a focal point of our PDM11. Anyone lucky enough to take home an orange Ultrapolymers 'ball bag', also took home a piece of sustainable innovation. 'Econyl TS' is the first UL Environment accredited post-consumer polyamide, available for injection moulding, extrusion and blow moulding. Not only is 'Econyl TS' 100% recycled, but it also maintains 100% prime properties due to Aquafil's innovative processes.

Aquafil's patented XB technology has added innovation to our services by providing a unique alternative to full colour compounding. Providing polyamide in a 'Salt n Pepper' mix exerts less stress on the polymer, a higher compound quality, better colour consistency, guaranteed homogeneity, cost benefits and shorter response times on filled or unfilled compounds.

## Endless Scented Possibilities....

Ultrapolymers also flooded PDM's aisles with Baileys, Sandalwood and Tropical Punch scented key rings, with the hope of inspiring designers visiting the ExCel centre. 'Auracell', manufactured by Rotuba is made from Cellulose Acetate (CA), a sustainable polymer formed from wood. Petroleum based polymers form a natural barrier to scent and are unable to maintain a smell. Conversely, CA's unique properties effectively breathe the scented oils that are compounded into the polymer, giving it the ability to hold a scent for long periods. The scent of Auracell is transferable, for example rubbing one of our key rings on your hand transfers the scent onto your skin. With the ability to match almost any scent the possibilities for this material are endless.

For more information on this innovative material go to the website [www.rotuba.com/](http://www.rotuba.com/)

