



British Promotional  
Merchandise Association Ltd

## PLASTICS FOR PROMOTIONAL PRODUCTS

1. Most plastics start off as either totally clear in colour or a slightly milky clear and the colour is added as a dye or masterbatch at a rate of 1-3%.
2. Most manufacturers use a supplier of standard masterbatch colours of plastic and a good supplier will have a range of anything between 100 and 200 standard colours. These colours do not always equate to Pantone colours but you should be able to find a close match to a PMS colour if required.
3. If you require an exact PMS colour match this can be achieved but there is normally a charge unless very high volume is going to be used. Allow  $\frac{3}{4}$  days to get a sample plaque of a special colour match.
4. Check that colours used comply with EN71 safety standard.
5. Check that other basic materials comply with EN71.
6. Check suitability and durability of the plastic for printing purposes. Generally the softer and more flexible the material the more likely it is that the print will be less durable.
7. Commonly used plastics and their abbreviated forms are as follows: Polystyrene (PS) or High Impact Polystyrene (HIPS), Polypropylene (PP), Acrylonitrile Butadiene Styrene (ABS), Polyethylene (PE) and Polyvinylchloride (PVC).
8. All of the above materials are able to be re-processed, in other words they can be re-used in the moulding process, but none of them are truly biodegradable (they will not break down in a landfill site) in the short term.
9. If you require a material for use in either a dishwasher or microwave you must specify as such.
10. If a 'living hinge' is required the most appropriate material is Polypropylene.

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