Nassolkem (P) Ltd., a leading manufacturer of masterbatch products in India, is using Vistamaxx™ performance polymers from ExxonMobil Chemical to improve the quality of its color and functional masterbatches. These products are being utilized by end-users to develop cost-effective, innovative products with enhanced properties.

A competitive business
The masterbatch market in India is projected to surpass US$ 1.1 billion by 2020 according to a report, “India Masterbatch Market Forecast & Opportunities, 2020”, published by TechSci Research in 2015. As a result, it is becoming an extremely competitive industry.

With increasing competition, Nassolkem was looking to gain an advantage over other companies in this sector. To improve its universal color and functional masterbatch products, the company turned to Vistamaxx polymers from ExxonMobil Chemical. Their unique structure, comprising ethylene and propylene copolymers, makes them highly compatible with both polyethylene (PE) and polypropylene (PP). This delivers a number of benefits compared to PE- and PP-based masterbatch products.

Benefits in processing
Using Vistamaxx polymers as carrier in masterbatches allows higher filler loadings for potential cost savings and improves pigment dispersion. During processing, lower temperatures are possible which protect any heat sensitive additives being used, help to minimize cross-linked gels and provide opportunities to reduce energy use. The Vistamaxx polymer pellets are transparent and allow very easy color matching.
Because a Vistamaxx™ performance polymer-based masterbatch can be used for both end-use products made with PE and PP, it can help to simplify stock management as less inventory is required.

**Benefits in end-use applications**

Products in which Vistamaxx polymer-based masterbatches are used can benefit from improved impact strength, more effective robust living hinges, and better flex fatigue with reduced stress-whitening.

"In an increasingly competitive market, gaining an edge is key to success," said Mr. Raj Shah, director - business innovation, Nassolkem (P) Ltd. "Using 2-10% Vistamaxx polymers is improving our masterbatch products and helping customers across the value chain create innovative products, such as food containers made with ICP PP for leading brand owners."

The use of Vistamaxx polymers has helped Nassolkem create product differentiation in a growing market.

"The batch to batch product quality consistency that we have come to expect from ExxonMobil Chemical has helped us build a reputation as a very reliable supplier of high-quality masterbatch products," said Shah. "Using Vistamaxx polymers has helped our business grow in India and overseas."

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