

Customer Success Story



**At BASF, we don't
make the cup,
we help make the
cup "Krazy".**

Customer: Fun-Time International. Philadelphia, PA

End-Use: A designer and manufacturer of plastic novelty drinking straws, blow-molded bottles, and stemware

Product: Styrolux[®] 3G46 thermoplastic styrene-butadiene copolymers (SBC)

CHALLENGE: Fun-Time International, maker of Krazy Straw[®] drinkware, was looking for a material to replace PETG in promotional bottles. As a supplier to some of the best known consumer brands and retailers, Fun-Time knew its customers were seeking new, unique and creative items that would also be more cost-effective and sustainable.

SOLUTION: BASF's Styrolux[®] 3G46, a material that has proven results, provides the clear, glass-like clarity to visualize the contents of the cup as well as the transparent ability to screen logos and messages.

BENEFITS: Compared with traditional materials like PVC or PC, Styrolux[®] 3G46 contains no, halogens, phthalate plasticizers or Bisphenol A. In addition, the resin's density is about 30% less than other clear materials. This offers the possibility of significant weight reduction in the finished part. Lighter weights translate to higher yields and less material to purchase, ship, handle and transport.

Requiring no pre-drying, Styrolux[®] 3G46 provides trouble-free, quick and easy start-up and processing on most commonly used equipment in a variety of extrusion, molding and thermoforming techniques. Scrap offers opportunities for reuse and recycling.

This FDA-registered material excels in upscale, quality applications including, beverage bottles, blister packaging, clamshells, cardstock, skin packaging and rigid trays.

- Excellent clarity, toughness, and stiffness
- 30% lighter than other clear plastics
- Recycling options – production scrap can be reused with no loss of quality
- Low wear-and-tear in cutting and trimming
- Easy to process – no pre-drying needed
- Commonly used equipment – no investment needed

BASF - The Chemical Company.

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has approximately 16,000 employees in North America, and had sales of \$13 billion in 2009. For more information about BASF's North American operations, or to sign up to receive news releases by e-mail, visit www.basf.com/usa.

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*Krazy Straw is a registered trademark of Fun-Time International
Styrolux is a registered trademark of BASF SE*

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