

News Release



BASF's Styrolux® 3G46 SBC is a clear choice for novelty drinkware

Krazy Straw® drinkware replaces PET G

FLORHAM PARK, NJ, March 9, 2009 – When Fun-Time International, makers of Krazy Straw® drinkware, was challenged with finding a more cost-effective and sustainable plastic to replace traditional bottle materials such as PET G and PC, they found BASF's Styrolux® 3G46 SBC to be the clear choice. Fun-Time International, located in Philadelphia, Pennsylvania, has a top client list that includes some of the best known retailers and consumer brands. These customers always seek new, unique and creative items for promotional and memorabilia items.

Styrolux 3G46 SBC, a material that has proven results, provides clear, glass-like clarity for viewing the contents of the drinkware, as well as the flawlessness to screen logos and messages. It is less expensive, easier to process and typically requires no new investment in processing equipment. Compared with traditional materials like PVC or PC, Styrolux 3G46 contains no chlorides, halogens or plasticizers. In addition, the resin's density is about 30 percent less than other clear materials, offering the possibility of significant weight reduction to the finished part. Products with lighter weight can translate into higher production yields and less material to purchase, ship, handle and transport. Requiring no pre-drying, Styrolux 3G46 provides hassle 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-compliant material excels in upscale, quality applications, including beverage bottles, blister packaging, clamshells, cardstock, skin packaging and rigid trays.

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Fun-Time International Home of the Original Crazy Straw®

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BASF - The Chemical Company. We don't make a lot of the products you buy. We make a lot of the products you buy better.®

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Styrolux is a registered trademark of BASF SE

Krazy Straw is a registered trademark of Fun Time International



Suggested caption: Styrolux®
SBC provides glass-like
appearance and better yields
over traditional materials.