

CUSTOMER SUCCESS STORY

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Helping Make
Products Better™

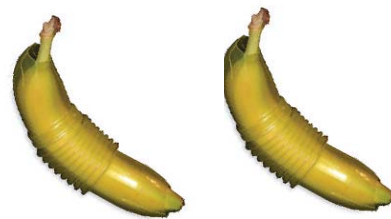
 **BASF**
The Chemical Company

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Customer: Cultured Containers
End-Use: BananaBunker® fruit encasement
Product: Styrolux®3G46 SBC

At BASF, we
didn't invent the
banana peel. We
helped make it
better.



PROBLEM: The banana, a favorite yet delicate fruit, can be easily bruised when carried in a child's lunch box, a briefcase, backpack or in an over-stuffed picnic basket. Paul Stremple, President of Cultured Containers, imagined the BananaBunker®—a rigid and flexible banana encasement to protect the soft fruit from being crushed by the contents of the briefcase or backpack such as; CD players, textbooks and binders. An inventor, artist and designer, Stremple has created other innovative ideas for firms such as Gucci and Polo-Ralph Lauren. However, he was not versed in the materials that could help bring his new idea to the market.

SOLUTION: Stremple contacted Ron Sheu, application development manager of BASF, to work jointly on this unique design. Stremple needed a material with the exact combination of mechanical properties and transparency. The perfect match was BASF's latest Styrolux® 3G46 SBC grade. This material can be easily blow-molded and offered the high-hinge flex cycle required for the unique encasement. The result: the BananaBunker®. The BananaBunker® has quickly received acceptance in the international markets where large imports of bananas are customary. The BananaBunker® has also been selected for "SAFE: Design Takes on Risk," an exhibition at the Museum of Modern Art in New York. The unusual encasement is available in five colors: blue, green, orange, yellow and clear. In the future, Stremple also plans to extend his concept to other snack fruits.

BENEFITS:

- Excellent clarity, toughness, and stiffness
- No chlorides, no halogens, no plasticizers
- Cost-effective
- Excellent Hinge Life
- Easy to cut
- Easy to process

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