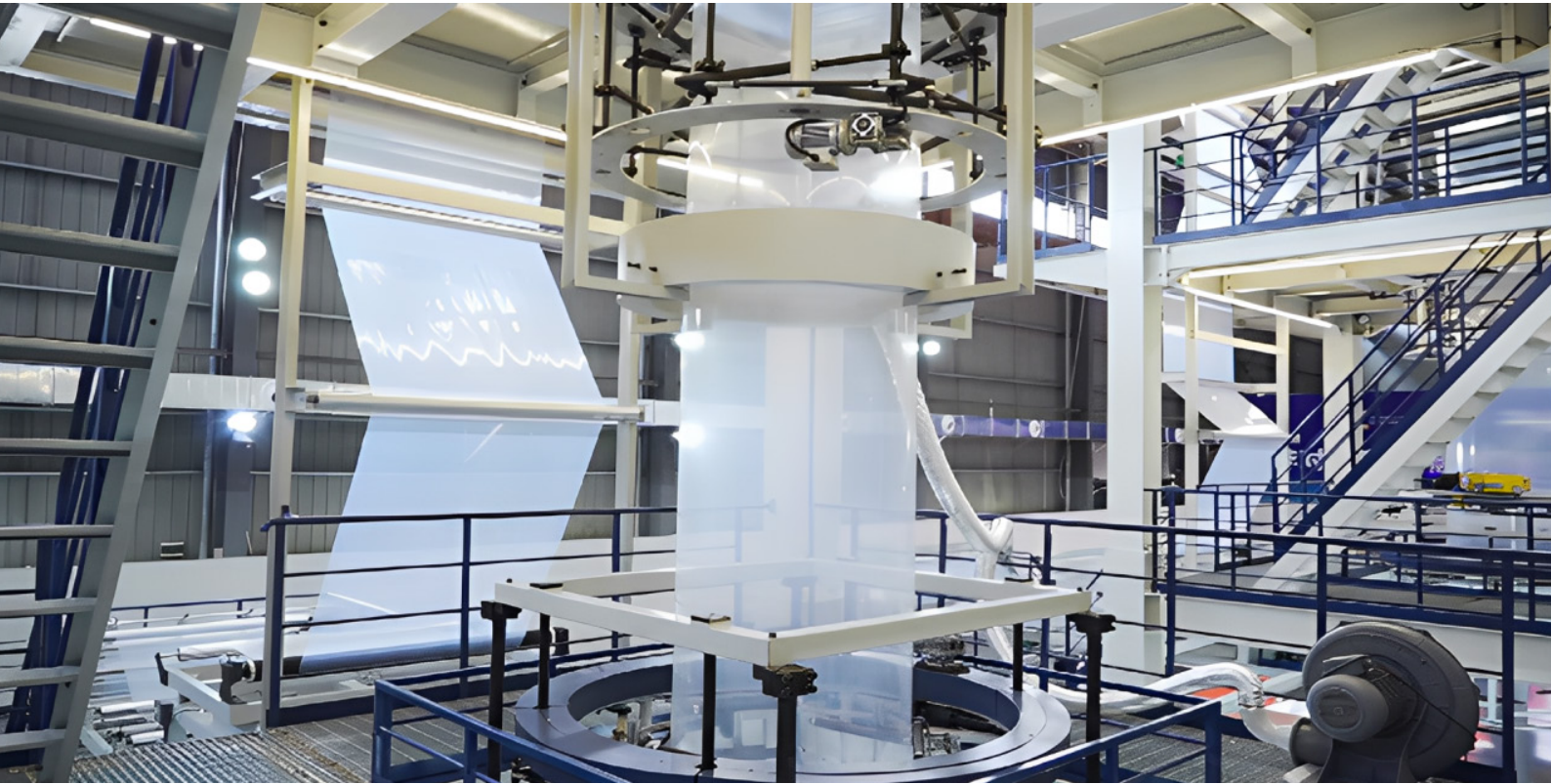




WHITE MASTERBATCH COST OPTIMIZATION: How Mega Plast Helped a Polish PE Film Manufacturer Cut Costs by 20%

Challenge: The Industry's "Cost-vs-Quality" Trap

For manufacturers making PE film and plastic bags, there is a big problem: Cost vs. Quality.



The Quality

Your customers demand bright, white, non-see-through (opaque) bags



The Cost

To get this quality, you must use Titanium Dioxide (TiO₂).



Cost Trap

TiO₂ is very expensive, and its price is unstable. This high cost hurts your profits.

Situation:

The Risk of "Performance Not Met"

The logical alternative is to use a White Masterbatch to replace some of the pure TiO₂. But this is difficult and risky. A leading PE bag manufacturer from Poland faced this exact challenge. Their business was highly competitive, so they tested white masterbatch from local suppliers as a cost-saving test. However the performance did not meet their expectations.

This failure made them hesitant to change again. Although they couldn't risk their quality with an unproven supplier, they also couldn't afford to keep paying for 100% pure TiO₂.

Mega Plast Solution:

A Technical Partnership, Not Just a Product

The client from Poland contacted Mega Plast because of our reputation. They did not need another "cheap" supplier; they needed a technical Global plastic partner.

Our White Masterbatch is a perfect choice because it is a Cost-Saving Solution built on technology.



Here is what our R&D and QC teams did differently:



Advanced Technology

We produce our white masterbatch on dedicated 3-screw extruder lines. This special machine guarantees perfect Blow Film: Good dispersion and smooth color.



Speed & Stability:

Mega Plast used a high-quality TiO₂ and blended it with our own ultra-fine CaCO₃ powder. This powder comes from our Closed-loop supply chain and has Great Whiteness and Brightness >98.5%.



Quality Assurance:

We provided many grades (from 20% to 70% TiO₂) for the client to test. Our R&D team helped them find the perfect formula. The final solution worked at a very low loading rate (1-5%), proving its high quality.

The Result:

20% Cost Saved, 100% Quality Kept

After a 4-month R&D and testing process, the client approved the new formula. The impact was immediate and measurable.



Metric	Result	Business Impact
Raw Material Cost	20% total cost savings	Directly increased profit margin on every kg of film.
Technical Quality	100% Quality Maintained. Achieved excellent brightness and Blow Film: Good dispersion.	Zero defects. The client's end-customer was highly satisfied.
Business Strategy	Increased Market Competitiveness.	The new, lower cost allowed them to get more sales in the Polish market.

Conclusion: Stop Choosing Between Cost and Quality

This case proves you do not have to choose between cost and quality. You need a partner with the right technology. Mega Plast's White Masterbatch is a proven Cost-Saving Solution to help you fight high TiO2 costs.

Download

The Detailed Case Study



CONTACT US TODAY

Are you ready to optimize your PE Film formula?
Contact our technical team today for a full analysis of your current formula and find your hidden cost savings.

Nhat Huy Group is a pioneering manufacturer and exporter of plastic products in Vietnam, established in 2004. We offer a range of high-quality products including mineral powder, filler masterbatch, and PVC compound, serving global markets. Committed to innovation and improvement, Nhat Huy Group is dedicated to providing sustainable, efficient, and environmentally friendly plastic solutions, contributing to community and societal development. Our team of experts is always ready to deliver products and services that meet international standards, ensuring maximum satisfaction for our customers.