



*Problem/Opportunity*

# Rejection Does Not Mean Sell Cheap or Export

## CASE STUDY - No. 1 Mixed Plastic Separation



### Problem/Opportunity:

A company that sells TPO needed a solution to fix 80,000 lbs of mixed-color material that was rejected by their customer due to the presence of both nylon and TPU (urethane) contamination. The company originally sold the material for \$0.76/lb.

### Impact on Customer:

The options available to the customer were as follows:

- recall the material and look for another buyer resulting in a return freight of \$1,000 (\$0.0125/lb.),
- trash the material, or
- export the material “as is” for something less than \$0.15/lb.

Based upon these options, the customer would incur a significant loss compared to the original \$0.76/lb. sale price.

### Butler-MacDonald’s Solution:

Butler-MacDonald’s analysis confirmed that the nylon and urethane contamination could be separated very economically.



*Result*

### Result:

Butler-MacDonald delivered a 91% yield of TPO with a purity acceptable to the customer’s client. This resulted in the use of the material as originally intended at the original sale price. Instead of the damaged reputation and significant losses that would have been incurred by the other options, the customer realized a profit on the material and kept its client happy.

You won’t believe everything we can do. Until you call us.



RECOVERING VALUE FROM UNUSABLE PLASTIC™

5955 W. 80th Street • Indianapolis, IN 46278  
Phone: 317-872-5115 • Fax: 317-872-5660