

Trilliant™ HC Specialty Compounds

Feminine hygiene product manufacturer utilizes PolyOne's global capabilities to develop a product for new market opportunity

Situation

INSTEAD® Inc., maker of the INSTEAD Softcup® feminine hygiene product, has sold tens of millions of units as an alternative to traditional feminine hygiene products. However, looking to grow from a relatively niche product in the US market, INSTEAD set out to expand its offering in the Asian market.

INSTEAD partnered with a Chinese manufacturer, Health Sciences Ltd., to launch a version of the Softcup tailored to the specific requirements of Asian consumers—one with a smaller, less obtrusive appearance.

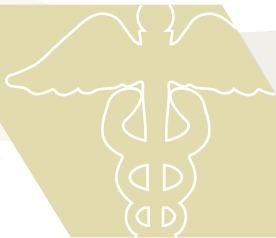
“To make the Softcup appear more diminutive, our partner suggested we modify the design and aesthetics, making the rim narrower and changing the tint color from pink to a neutral bone color,” said Wendell Guthrie, a consultant to INSTEAD Inc.

INSTEAD had been using PolyOne's thermoplastic elastomers to mold the rim of the Softcup device. “Based on our success with PolyOne, we asked them to provide a proposal for a customized variation that could enable our partner to mold the smaller rims without compromising the compression strength or soft touch,” said Guthrie. “There was a catch, of course. We needed this material in three weeks.”

The PolyOne Difference

INSTEAD Inc. received proposals from numerous suppliers but chose PolyOne because of the company's superior service offerings. “PolyOne was willing to work with us by providing creative and flexible financing of large volumes of material needed for the product launch,” Guthrie said.

Another advantage for INSTEAD was that PolyOne had recently acquired GLS Corporation. “When we learned of the acquisition of GLS, it was a pleasant surprise,” stated Guthrie. “As part of PolyOne, GLS offers us local manufacturing and technology capabilities in mainland China. Otherwise, we would have had to find a local compounder, which would have potentially raised issues and caused delays. With GLS as part of PolyOne, the transition to China was virtually seamless.”



Delivering a Value-Added Solution

Rapid development of a custom-colored and formulated TPE grade enabled INSTEAD® and its partner to meet a very tight deadline for the introduction of a Softcup product tailored for the Asian market.

- **Global supplier resources:** Because PolyOne's financial, development and manufacturing resources are global, INSTEAD was able to take advantage of a major new opportunity in Asia.
- **FDA compliant:** The PolyOne material meets FDA requirements for Class II devices. Further, PolyOne's compounding expertise, technology and quality systems ensure consistent results from batch to batch.
- **Market-specific solution:** The customized material enabled market-specific modifications to the Softcup design that will make it appealing to Chinese consumers and boost market acceptance.
- **Total manufacturing cost savings:** Having a local PolyOne manufacturing facility in China enables INSTEAD to quickly obtain material with lower shipping costs. Additionally, technical resources are on hand to assist with any further customization requirements

PolyOne, with the welcome addition of GLS, provided INSTEAD with invaluable support and assistance in the ramp-up of the Softcup launch with a proven, high-performance material, local manufacturing and technical support, and a hands-on team. With PolyOne's support, INSTEAD foresees further expansion of the Softcup into other geographies.

Product choices often vary by region due to differences in regulatory and agency requirements, availability and other key factors. Please contact your nearest sales office for assistance in choosing the right solution for your locale.

CONTACT INFORMATION

Americas

U.S. – Avon Lake, Ohio
+1 440 930 1000
Argentina – Buenos Aires
+0054 11 4200 5917
Brasil – Campinas
+55 19 3206 0561
Mexico – Toluca
+52 722 2790200
GLS – McHenry, IL
+1 815 385 8500

Asia

China – Shenzhen
+86 (0) 755 2969 2888
China – Suzhou
+86 (0) 512 6823 24 38

India – Mumbai
+91 9820 194 220
Singapore
+65 (0) 6861 9325
GLS – Hong Kong
+852 2690 5332
GLS – Suzhou
+86 (0) 512 6265 2600
GLS – Taipei
+88 6 9396 99 740

Europe

Czech Republic – Praha
+420 224 142 214
Germany – Gaggenau
+49 (0) 7225 6802 0

Italy – Gallarate (Varese)
+39 03 31 797 448
Poland – Kutno
+48 24 357 47 00
Spain – Barbaastro (Huesca)
+34 (0) 9 7431 0314
Sweden – Angered
+46 (0) 31 92 84 50
Turkey – Istanbul
+90 (0) 212 549 2256
United Kingdom – Widnes
Cheshire
+44 (0) 05600 760 800
GLS – The Netherlands
+31 (0) 165 331 293



*Beyond Polymers.
Better Business Solutions.™*

www.polyone.com

PolyOne Americas

33587 Walker Road
Avon Lake, Ohio 44012
United States
+1 440 930 1000

PolyOne Asia

Guoshoujing Road No. 88
Z.J Hi-Tech Park, Pudong
Shanghai, 201203, China
+86 (0) 21 5080 1188

PolyOne Europe

Rue Melville Wilson 2
5330 Assesse, Belgium
+32 (0) 83 660 211