

[Back to the overview](#)

## 7 important criteria for choosing the right masterbatch

***Choosing the best masterbatch for your specific project can be difficult, but it is key to improve your product and extend its life. Here are 7 key criteria we consider when choosing a masterbatch that best meets your needs:***

### 1. Quality

Plastic is a material that has changed our lives over the past 50 years. It is used to manufacture a variety of consumer goods, from toys and cars to building materials and furniture. However, the quality and performance of these products depend on the quality of the raw materials used for the plastic. Masterbatch is an additive that supplies plastics with precisely measured amounts of key additives such as color pigments, UV stabilizers, antistatics, ...

Masterbatch is an essential part in the production of many plastic products. That is why it is best to choose an experienced manufacturer such as Italmaster who guarantees quality.

At Italmaster you can count on the best quality masterbatch for the plastics industry: injection moulding, profile extrusion, plate extrusion, blow molding and rotomoulding. Partly due to the large historical concentration of textile producers in Flanders, we also have extensive experience in the production of high-quality masterbatch for yarn extrusion.



### 2. Color and color consistency

What if all plastic products were transparent or colorless..? A bit monotonous, right?

Color is very important to make your product attractive. Masterbatch plays an important role to add color to the plastic product. We can create any color you need, in accordance with your color sample, LAB values or international color standards (RAL, pantone,...). Our database of over 10,000 colors guarantees that we can find a match for specific ones.

Italmaster puts a high priority on color consistency: our experts have the necessary experience to consistently develop and re-develop the shade and intensity of your chosen color so that your product can always maintain the same appearance.

We keep the correct formula and a sample of each developed color in our database, so that the correct color can always be produced immediately.

More explanation about masterbatch development at Italmaster can be found on our blog page via this link: [How do we develop a color masterbatch?](#)

Also watch our video about this on Youtube: [VIDEO | How do we develop a color masterbatch?](#)

### 3. Color and color consistency

The heat resistance of masterbatch is another important consideration. Masterbatch must meet high standards with regard to temperature stability, so that problems during production are avoided.

Here's the thing: masterbatches with low temperature stability cannot stand the high temperature of the processing process. There is a risk that the pigment burns and the desired final color is not obtained.

Therefore, the temperature of the processing process should be taken into account when developing the masterbatch. It is very important to provide the correct parameters when ordering your masterbatch when we ask you the following question: *What temperature (°C) should the pigments and specifications be able to withstand, for example what is the maximum temperature (°C) of the processing process?*

### 4. Lightfastness and weather resistance

The high lightfastness of the pigments used in the masterbatch contributes to the color consistency and durability of the final product. This is one of the most important criteria for a colored plastic product. Exposure to a high concentration of UV has a negative effect on the lifespan of plastics.

UV radiation breaks down the chemical bonds of the polymer, which can lead to degradation. By selecting pigments with high lightfastness when developing the masterbatch, a better guarantee can be offered to end users, which ultimately leads to a higher brand value.

Weather resistance indicates the extent to which the pigments must be resistant to the effects of the weather elements. We ask that you provide a value from 1 to 5. 1 is very poor and 5 is excellent weather resistance.

More explanation about the effect of UV rays on the quality of your end product can be found on our blog page via this link: [How to protect plastic products against UV radiation.](#)

Also watch our video about this on Youtube: [VIDEO | How to protect plastic products against UV radiation.](#)

### 5. Prevent migration

When the materials are processed, it is important to pay attention to the exclusion of migration: in this phenomenon, the pigment migrates from the surface of one material to the surface of the adjacent layer. Migration causes unwanted color shifts or other property changes between products that use the same material.

To avoid migration in masterbatches, only use masterbatches designed for your polymer and for your process conditions. Therefore, choose Italmaster masterbatches, which have a good knowledge and control of the migration problem.

### 6. Choose the right additives

Additives influence the optical, mechanical and thermal properties of the plastic in order to meet the specifications of the end product.

Adding mechanical and thermal properties can be important depending on the end product. We already talked about light and weather stability and temperature resistance, but did you know that we can also provide your masterbatch with flame-retardant, antistatic and/or conductive properties?

The desired appearance of the end product may also require certain additives. Italmaster offers the following optical properties: metallic look, glitter look, interferent effect, pearl shine, fluorescent effect, glow-in-the-dark effect and reflective effect.

Be sure to discuss your needs and wishes with us so that we can offer you the right solution when developing your masterbatch.

## 7. Fast delivery and flexibility

On-time delivery is a critical factor for production. Our masterbatches are essential to guarantee high-quality plastic products, which is why it is important that we meet all your deadlines. We, Italmaster, make more than 1000 colors per year and strive to unburden our customer as much as possible!

Speed, service and flexibility are the plus points with which Italmaster can distinguish itself from other masterbatch producers. We guarantee a personal approach and a tailor-made solution for every request.

Our logistics team is very proactive and will keep you informed of the status of your shipment and delivery. Regardless of the size of your order, we always ensure that it reaches you on time and according to the agreements made.

At Italmaster, the masterbatch production and quality requirements meet the strict conditions of the **ISO 9001:2015 certificate**.

## You can easily order masterbatches at Italmaster!

Are you convinced of our capabilities and would you like to have a new masterbatch developed? With our handy tool you can easily submit a new lab request, taking into account all criteria that are important for your masterbatch. Italmaster is happy to assist you!

Click on this link: [A new request at Italmaster](#).

*Italmaster Belgium NV is your flexible partner for the development, production and sales of masterbatches, monopigments & additives. [Contact us](#) for the development, production and flexible delivery of your masterbatch in Belgium, the Netherlands, France and other countries of the European Union.*

Published on: 10/03/2023

### Italmaster Belgium NV

Oefenpleinstraat 10  
B-9050 Gentbrugge  
BE0473.146.697

+32(0)9/380.87.54

+32(0)9/380.87.55

info@italmaster.be

<https://www.italmaster.be>



Italmaster Belgium NV  
is an ISO 9001 certified  
company

in LinkedIn

Youtube

ITALMASTER BELGIUM NV is part of Octopus Capital



General conditions

Italmaster © 2025

Conquered by Hannibal