

William Levene shakes up the kitchenware industry with SABIC Innovative Plastics' Xylex* resin

Blending performance, custom color and durability in a stylish design

Established for nearly 60 years, William Levene is a premier supplier of kitchen products, cookware and gadgets throughout the UK. The firm also exports to 42 countries worldwide. Known for clever and innovative designs, William Levene worked with well-known television Chef Jamie Oliver to commercialize his invention of a gadget for quickly preparing flavorful marinades and rubs for foods. To meet the requirements of the Flavour Shaker application, William Levene selected Xylex resin from SABIC Innovative Plastics.



Challenge Innovative plastic for an innovative kitchen gadget

The Flavour Shaker, which is designed to quickly crush, mix and extract flavor from whole spices for rubs and marinades, was originally the brainchild of Chef Jamie Oliver. He took the idea to William Levene and the company came to SABIC Innovative Plastics for a materials solution as well as value-added services needed to commercialize the product.

The unique application design created material challenges. Inside the shaker is a hard ceramic ball that crushes ingredients as it repeatedly beats against its walls. A high-performance material was necessary to withstand this constant force. From a usability standpoint, the shaker needed to be see-through so cooks could observe the results of the blending process. Further, a resin with many color choices was needed for future product developments. Due to its use with food, the shaker needed to be dishwasher safe as well as able to store food under refrigeration.

Solution Xylex resin from SABIC Innovative Plastics

William Levene selected Xylex resin, a polyester alloy compliant with U.S. and EU regulations for food applications, to meet the design and functional demands of the Flavour Shaker. The

application requirements included transparency, high impact tolerance, moldability, chemical resistance to many common food ingredients and strong adhesion.

Further, Xylex resin can be produced in a wide range of shades using SABIC Innovative Plastics' color-matching services provided by the company's Color Innovation Center in Bergen op Zoom, Netherlands. This capability was important to enable William Levene to quickly manufacture special colors for future product developments.

"Xylex resin had all the properties we needed to create a product with the quality our customers have come to expect from us. In our opinion, it was simply the best materials solution for this application," says Andrew Thornton, Head of Design and Product Development at William Levene.

Value-added services

SABIC Innovative Plastics provided a number of value-added services to William Levene, including global application development support and rapid delivery of the resin to speed up commercialization. SABIC Innovative Plastics conducted several lab and field tests, including mold flow analysis, chemical and dishwasher resistance testing. In addition, SABIC Innovative Plastics helped commission the tools needed to make the application.

Case Study



Sharing our f



Xylex* resin / William Levene

To accommodate William Levene's specific color requirements, SABIC Innovative Plastics provided on-the-spot matching. "They brought in a color they needed and we matched it right away," said Gabriele Hoogland, Xylex Global Program Manager, SABIC Innovative Plastics.

SABIC Innovative Plastics is an industry leader in color-matching and management services. Highly skilled in-house color specialists can help designers to develop custom colors and textures.

In addition, SABIC Innovative Plastics helped the customer with identifying local molders to speed up penetration into the European marketplace. Using a local molder eliminated long lead times for shipping and helped William Levene bring the Flavour Shaker to market more rapidly.

Benefits

Exceptional aesthetics and performance

Xylex resin provided key benefits in the Flavour Shaker application, beginning with its compliance with U.S. FDA and EUFC regulations. The material offers both clarity and impact resistance, unlike competitive resins that forced designers to choose one or the other. The outstanding high impact

resistance of Xylex resin makes the shaker a durable device that can keep performing. Further, it has been optimized for chemical resistance to common food items such as olive oil and vinegar as well as staining food items, including curry and tomato. This property helps prevent breakdown, cracking or staining.

It also has great detergent stability, enabling it to withstand up to 500 dishwashing cycles.

Xylex resins are used in many other industries such as electronics, automotive, sports, safety, recreation and telecommunications.

Details at

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