



Flexible Focus On Applications

A series of practical application studies featuring GLS TPEs

THE APPLICATION

A "flavour shaker" (sic) using TPEs conceived by world renowned chef Jamie Oliver.

THE SITUATION

Combination of designer and molder wanted a handy new product to have novel good looks and grippy feel for users.

THE CHALLENGE

Among many TPEs available in market place, one which would fit all needed criteria.

THE OUTCOME

Special overmolding grade of GLS VERSOLLAN thermoplastic elastomer offering additional benefits of dishwashing and staining resistance – plus a great look.

NEW JAMIE OLIVER (THE NAKED CHEF*) FLAVOUR SHAKER GETS A GRIP FROM NEW TPE MATERIALS

For the first time, popular Jamie Oliver of The Naked Chef TV show renown, has transferred his skills from the kitchen to the drawing board. Together with William Levene, one of the world's leading designers and marketers of kitchen products, Mr. Oliver has created a groundbreaking new product called the Jamie Oliver Flavour Shaker™. And (as of this writing), backed by a £1,000,000 marketing campaign to build sales by Christmas, this "destined for success" product is truly a 'world' product, based on the persons and companies involved:

- Jamie Oliver, renowned British chef, who came up with the idea
- William Levene Ltd., acknowledged European leader in kitchenware products which helped design and manufactures the new product, and
- GLS International, a subsidiary of GLS Corporation of McHenry, IL, USA, along with GE Plastics, whose products comprise its manufacture, and contribute to its use and appeal.

A Word from the Designer

According to Mr. Martin Moore, the Purchasing and Supply Manager of William Levene Ltd., "When Mr. Oliver and his people approached us with the idea for their Flavour Shaker, we naturally were impressed.

Special Note: The Naked Chef, of course, refers to the food being naked, i.e. stripping the food down to its barest essentials and not the chef. Jamie Oliver is noted, among other things for his television show, The Naked Chef, various books and other endeavors, among them Jamie's Kitchen and Oliver's Twist. His reputation and influence span the globe.



It was a unique concept for a very likeable product, backed by a very-much-admired culinary luminary. We're told that Jamie and his associates picked us for the final design and production because of our reputation and successes with related products."

Sources with Oliver and Levene note that the Flavour Shaker is a modern, handheld, plastic "shaker" with a ceramic ball inside which is designed to crush, grind, pulverize, base, bruise, mix and release (sic) flavours from whole spices, herbs, garlic, nuts, citrus zest or even lime or bay leaves and much more (including liquids). The patented design comprises a two-part container (shell of GE Plastics Xylex clear polycarbonate/polyester clear, high impact alloy onto which is overmolded a two-piece black grip surface



made of GLS' VERSOLLAN® thermoplastic elastomer, or TPE).

Mr. John Simons, Business Development Manager of GLS International, a subsidiary of GLS Corporation headquartered in the State of Illinois in the U.S., reports that although there are many TPE (thermoplastic elastomer) firms in the EU and several were considered by William Levene designers, "They quickly determined that the TPEs they first looked at, save those from GLS, would not pass the stringent dishwashing and staining resistance required of the product.

"Further, the GLS VERSOLLAN TPE, developed in the U.S. by GLS polymer technicians," continues the GLS spokesman, from the company's European headquarters in The Netherlands, "provided an excellent bond to the Xylex material during the injection molding process. Benefits also included good grip with a tacky feel, excellent processing, soft touch and generally, a 'good feel.' The TPE material also adds to the shelf and visual appeal of the product as well as contributes to its safety in the kitchen to lessen the possibility of it slipping out of a cook's hands."

The units are currently being manufactured offshore in Asia on 120 ton injection molding machines in multi-cavity co-injection molds. Thus the product takes advantage of today's shrinking mould, what with design, materials and molding being accomplished by companies around the globe.

Product has Mass Market Appeal

The Managing Director of William Levene Ltd., Nick Cornwell, notes, "We were delighted that Jamie chose our firm as a partner for his first product innovation; and we were

especially pleased to locate the ideal materials from GLS and GE. We are so confident that the Jamie Oliver Flavour Shaker has mass consumer appeal that we are putting significant emphasis on TV advertising and other promotions for the product."

In closing, Jamie himself notes, "The Flavour Shaker is really a fun way to add great flavour to food. It's quick. It's fresh. It's easy. It's handy and very, very attractive as well. This product is going to transform an everyday meal into something fantastic. Go, on, give it a bash!" concludes the famous chef.

GLS Corporation specializes in the manufacture of application-specific custom formulated soft and ultra-soft thermoplastic elastomers (TPEs) for injection molding and extrusion. GLS has supplied specialty TPEs to the industry since 1979, and is recognized as a global leader in TPE technology solutions. Specific products sold by GLS include proprietary DYNAFLEX® TPE compounds based on KRATON® polymers (available in injection molding and extrusion, as well as medical and FDA grades); VERSAFLEX® TPE specialty alloys (available in soft touch, lightweight, ultra-soft, ultra-clear and overmolding grades); VERSALLOY® TPV alloys; and VERSOLLAN™ TPU alloy compounds. GLS is also the exclusive distributor of KRATON® compounds and polymers for the compounding market in the United States, and also distributes KRATON compounds and polymers globally. Applications for these materials are found in consumer, medical, sports and leisure, automotive, lawn and garden, appliance, kitchen tool, power tool, personal care and industrial markets, among others.

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