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FOR IMMEDIATE RELEASE

**Badger Color Concentrates Inc. Celebrates 25 Years of Solving Color and Additive Concentrate Needs.**

MUKWONAGO, WI - Badger Color Concentrates is excited to announce its 25th Business Anniversary, marking a quarter-century of innovation, quality, sustainability, and commitment to its customers and partners in the masterbatch and liquid colorant manufacturing industry.

Founded in 1998, Badger Color Concentrates has grown from a small operation into a dynamic organization with global reach. Renowned for its Post-Consumer Resin coloring solutions and vibrant range of colorants used across various plastic industries. Over the past 25 years, Badger Color Concentrates has established itself as a pioneer in pellet and liquid concentrates, consistently delivering products that enhance aesthetics, performance, and sustainability.

"Our 25th anniversary is a remarkable milestone that underscores our journey of growth and excellence," said Mike Madey, President and owner. "We owe our success to our dedicated team, loyal customers, and collaborative partners who have believed in our vision and trusted us with their color and additive needs."

Throughout its history, Badger Color Concentrates has been dedicated to pushing the boundaries of masterbatch possibilities with a commitment to innovation, quality, customer satisfaction, and speed to market. Badger Color Concentrates has achieved impressive milestones, such as the addition of liquid color product line in 2014 and back-to-back years of EcoVadis Silver medals.

As Badger Color Concentrates embarks on its next chapter, we reaffirm our dedication to providing superior color solutions and extend heartfelt thanks to everyone who has been a part of this remarkable journey. Here's to 25 years of excellence and many more to come.

**About Badger Color Concentrates Inc.**

Mukwonago, Wisconsin, U.S.A.-based Badger Color Concentrates Inc., established in 1998, is a leader in customized colorants and functional additive concentrates, supporting many of the world's most prominent brands with a comprehensive range of solutions for the use of Post-Consumer Resins and color design for recyclability. For more information, visit [www.badgercolor.com](http://www.badgercolor.com).

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