

## Consumer Applications

### Coloring Marker

A manufacturer of children's coloring markers draws record sales after incorporating Porex's vented marker tip, or nib, into a new product's design. The nib's ability to improve marker quality and reduce scrap waste has made it the industry standard.



### Design Challenge

Venting the marker barrel causes problems with scrap in the marker manufacturing process and marker quality problems in the market. A children's coloring marker manufacturer challenged Porex with finding an alternative venting method.

### Solution

The use of porous plastic as a marker tip, or nib, was Porex's first commercialized application of porous plastic. Armed with a deep knowledge of the application of porous plastic for writing instrument applications, development teams from Porex determined that it would be possible to mold a vent in the nib. As a result, Porex engineers designed a nib with a vent groove that could be molded, ensuring the functionality of the capillary system without ink leakage. The solution provided the manufacturer with improved quality and reduced scrap caused by eliminating the need to punch a hole in the barrel.

### Results

After the Porex solution was incorporated into the children's coloring marker, the manufacturer achieved record sales for the product. Today Porex's vented marker nib, the industry standard, continues to satisfy consumer expectations.

*By combining ideas, know-how and proven results with the highest standard of innovation and excellence, POREX Porous Media provides unique solutions for various applications.*



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