

The logo for Sustainable Plastics features the word "sustainable" in a large, green, lowercase sans-serif font. A blue circular icon with three arrows forming a triangle is positioned above the letter 'i'. Below "sustainable" is a dark blue horizontal bar containing the word "Plastics" in a white, uppercase sans-serif font.

# sustainable Plastics

You may not reproduce, display on a website, distribute, sell or republish this article or data, or the information contained therein, without prior written consent. This printout and/or PDF is for personal usage only and not for any promotional usage. © Crain Communications Inc.

February 15, 2022 08:43 AM

## Imflux shortlisted for Edison Award

KAREN LAIRD

Imflux, a software and engineering innovation company with a focus on the plastics industry, has been recognised as a finalist for a 2022 Edison Best New Product Award.

Imflux, a software and engineering innovation company with a focus on the plastics industry, has been recognised as a finalist for a 2022 Edison Best New Product Award.

The company, a wholly-owned subsidiary of Procter & Gamble, has been nominated for its Auto Viscosity Adjust software in the category of Sustainability and will medal in the Plastic Upcycling during the gala event later this spring.

Imflux's Auto Viscosity Adjust (AVA) technology allows any change in material viscosity to be recognised, automatically moving to a new pressure setting to maintain identical flow rates throughout the mould filling and packing phases. It adapts to changing conditions during processing including highly variable post-consumer recycle/resin (PCR). AVA provides this sustainability solution at scale, which, says the company, is unavailable in conventional moulding. The software makes real-time decisions without operator intervention, ensuring consistent processing and part quality, as well as lowering costs, scrap and downtime.

Imflux is thrilled to have made it onto the shortlist of finalists this year for an Edison Award.

The annual Edison Best New Product Awards competition honours excellence in new product and service development, marketing, human-centred design, and innovation and is open to innovative organisations around the world. The Awards are named after Thomas Alva Edison, an inventor who, throughout his lifetime, ultimately garnered a total of 1,093 U.S. patents.

The awards ceremony will be hosted this year by journalist Miles O'Brien from PBS NewsHour and will be held at the Luminary Hotel in Ft. Myers, Florida, on April 20-22, 2022.

Inline Play

---

**Source URL:** <https://www.sustainableplastics.com/news/imflux-shortlisted-edison-award>