

The application relates to the problem of alloying a melt, preferably a titanium melt, with oxygen by adding formed articles such as pellets containing a master alloy such as TiO_2 . The articles should fully and homogeneously disperse in the melt, while the carbon content of the melt should be kept below an allowable maximum, preferably below 0.04 wt. %. The formed article may also comprise iron or palladium. To solve this problem, the formed article consists of 70-82wt. % of a master alloy and 18-30wt. % of a high-carbon organic polymer such as ethylene vinyl acetate or a low density polyethylene. The homogeneous dispersion is achieved e.g. by the formed articles having a similar size as the other raw feed materials which are added to the melt.