

MAKING THE MOST OF COLOR

HELLO



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SMART COLORANTS: MAKING THE MOST OF COLOR COMPELLING CASE FOR COLOR **ENHANCING POLYMER MATERIALS WITH COLORANTS CAN:** SET YOUR PRODUCT APART REINFORCE BRANDING ADD VALUE TO A COMMODITY ITEM EVOKE EMOTIONS **PROMOTE SAFETY** PolyOne.

MAKING THE MOST OF COLOR

GROWING MARKET FOR COLORANTS

84.7%

OF CONSUMERS:

CITE COLOR AS THE PRIMARY REASON THEY BUY A **PARTICULAR** PRODUCT*

\$37.5B

REVENUE IN USD

PROJECTED GLOBAL **COLORANTS MARKET** SIZE BY 2025**

SOURCE:

*WebpageFX, www.webpagefx.com/blog/webdesign/psychology-of-color-infographic/ **"Colorant Market Size Worth \$37.49 Billion By 2025," Grand

View Research, Inc.

MAKING THE MOST OF COLOR

BROAD SPECTRUM OF APPLICATIONS













MAKING THE MOST OF COLOR

POLYMER COLORANTS VS. PRE-COLORED RESINS

PRE-COLORED RESINS

- CONSISTENT INCORPORATION IN THIN-WALL PARTS
- SAVE SET-UP TIME ON SMALL PRODUCTION RUNS
- HARDER TO OBTAIN EXACT
 COLOR NEEDED
- LIMITED DESIGN FREEDOM

POLYMER COLORANTS

- MAY BE MORE COST-EFFECTIVE
- PRECISE COLOR MATCHING
- TYPICALLY REDUCE SET-UP TIME + COSTS ON LONG, HIGH VOLUME PRODUCTION RUNS





MAKING THE MOST OF COLOR

COMPLEMENTARY SOLUTIONS

SOLID COLORANTS

AVAILABLE BASED ON MANY DIFFERENT CARRIER RESINS

CLEAN, EASY HANDLING + FEEDING

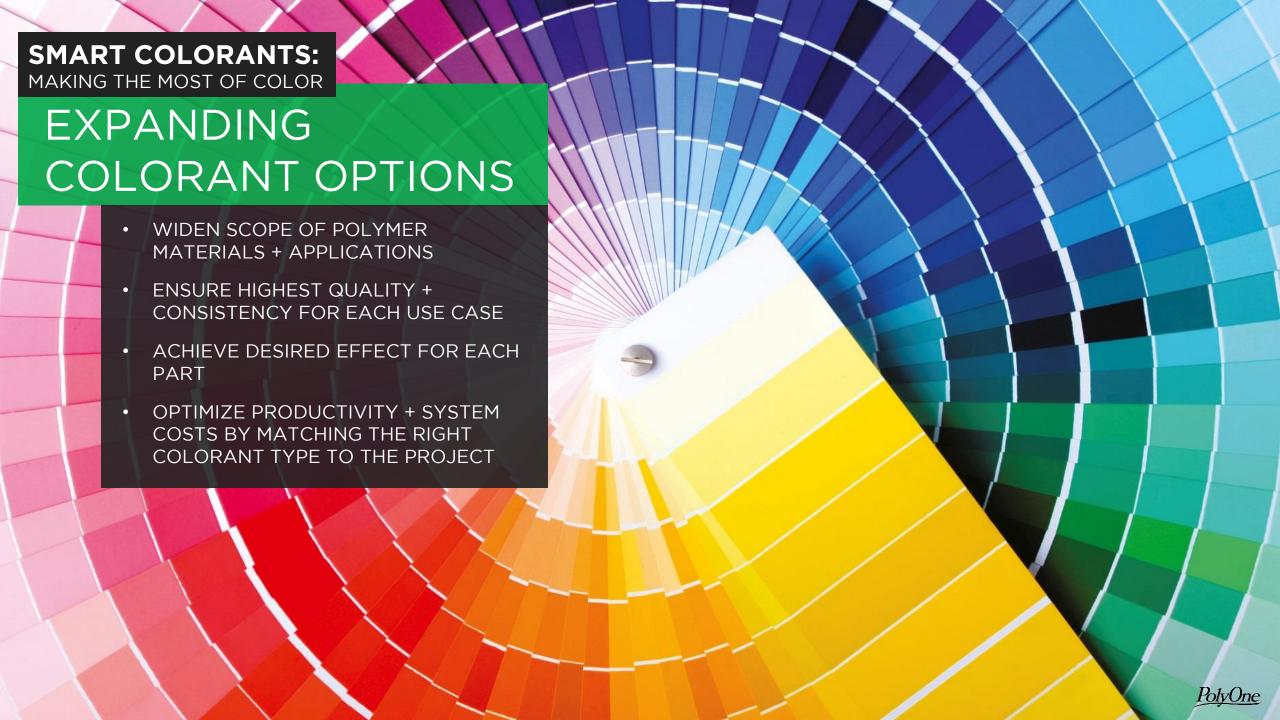
DESIGNED + ENGINEERED FOR COMPATIBLE POLYMER MATRIX

LIQUID COLORANTS

MORE EFFECTIVE FOR LOW LETDOWN RATIOS

HIGHLY ACCURATE DISPENSING

CAN BE PROCESSED AT LOWER TEMPERATURES















SMART COLORANTS: MAKING THE MOST OF COLOR

ABOUT POLYONE



Reach

6,100 associates | 71 facilities | \$3.2 B 2017 revenue



Global Presence

10,000 global customers | Americas, Europe, Africa, Asia | Global sales, technical, and manufacturing footprint



Solutions

Specialized polymer solutions | 11 labs and innovation centers | support for design through manufacturing



THANK YOU alan.barcon@polyone.com