



» **PRODUCT BULLETIN**

## **OnColor™ Brilliant Metallic Colorants**

OnColor™ Brilliant Metallic Colorants are highly reflective colorants that rely on premium coatings grade special-effect pigments to produce a striking look for polymer parts. Uniquely shaped and sized particles provide the basis for brilliant metallic shades that convey a premium impression.

Using a proprietary process, these particles are formed in a way that captures more light and creates a higher reflection value. When molded in to plastic parts, these metallic shades deliver a long lasting, like-new appearance and a differentiating effect. The visual impression replicates most paint applications while also lowering costs and reducing processing steps.

Available in masterbatch solutions, the color combining possibilities are virtually endless. Standard metallic shades include Brilliant Rose Gold, Brilliant Ice Blue, Brilliant Silver and Brilliant Gun Metal, but any hue can be achieved through customization.

### **KEY CHARACTERISTICS**

- Available in standard metallic finishes or custom colors
- Premium grade special-effect pigments
- Uniquely formed particles provide an enhanced metallic effect
- Molded-in color eliminates scratching or chipping
- Cost effective replacement for painted, plated or metal parts

### **MARKETS AND APPLICATIONS**

OnColor Brilliant Metallic Colorants add depth and vibrancy to:

- Packaging, including premium cosmetics or luxury caps
- Transportation, such as interior or exterior automotive trim and components
- Consumer goods
- Appliances

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