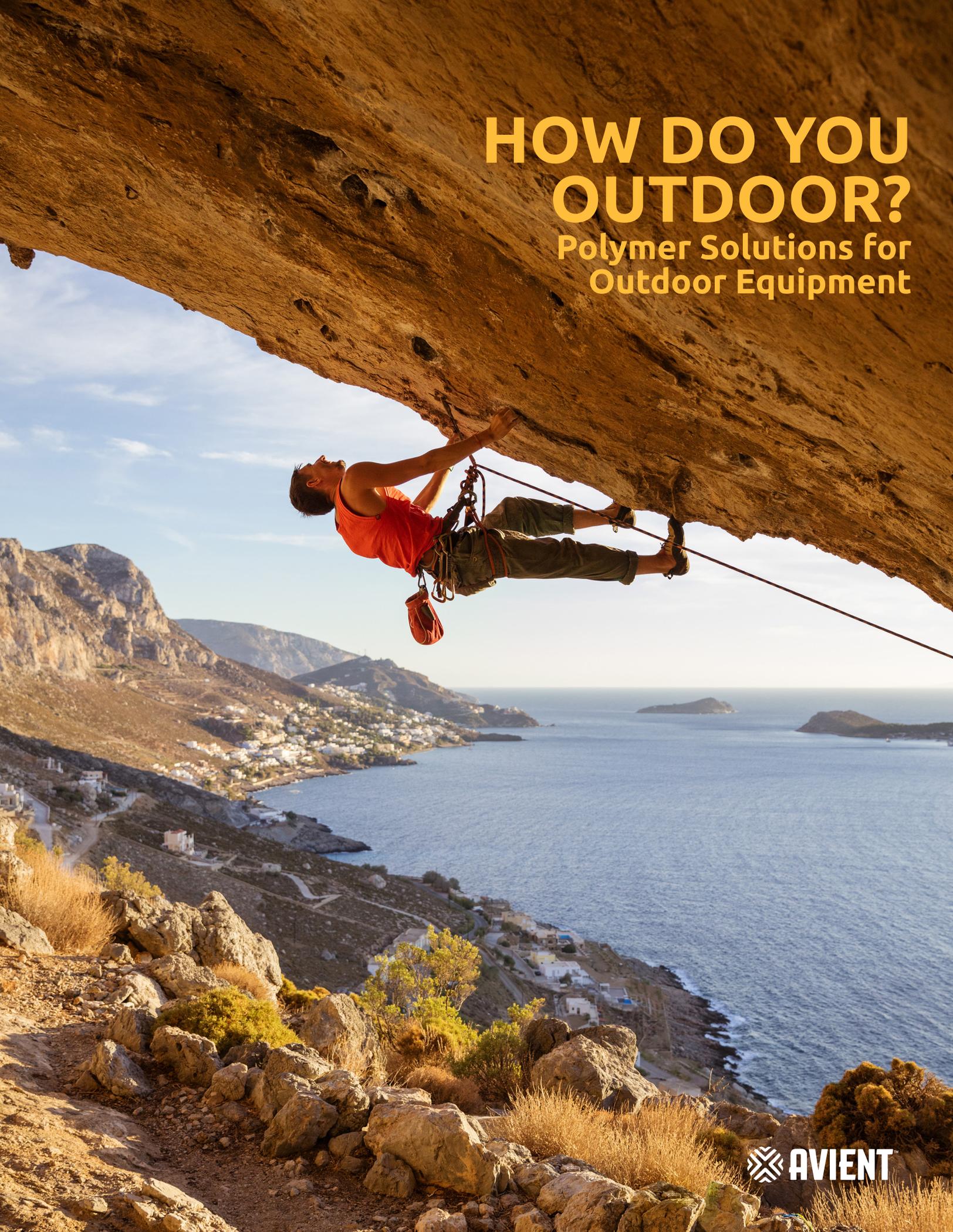


# HOW DO YOU OUTDOOR?

Polymer Solutions for  
Outdoor Equipment



**GO AHEAD AND BREATHE IN THE EXTRAORDINARY.** We believe outdoor enthusiasts share an astonishing passion for nature, even when the path they take to immerse themselves in their surroundings varies a great deal. In other words, an incredible outdoor experience might mean something entirely different to one adventurer than it does to the next. We're here to help make each and every experience the best one possible.

Your customers are unique individuals with a vibrant passion and spirit for the outdoors. Pushing themselves to conquer new challenges—whether it's one more mile on the trail or attempting a new trick on the slopes—drives them to new heights. You have the power to help them meet their innate need to overcome both mental and physical boundaries while soaking in their surroundings by offering gear that is fresh, innovative and thoughtfully designed. That's where we come in, helping you bring each individual to their outdoor paradise.

# ADVENTURE SPORTS GEAR



Whether your customers find their bliss fishing on a placid lake, shredding down the side of a mountain, or kayaking Class V rapids, the equipment they choose is often integral to the experience itself. Giving them quality gear made from well-chosen materials can catapult their sense of adventure.

## PLACES TO PLAY

- Water & Paddlesports
- Fishing
- Snow Sports
- Hiking, Backpacking & Camping
- Climbing & Canyoneering
- Biking

## NEW FRONTIERS

### Achieving “The Look”

Outdoor enthusiasts care about their individuality. They long to express their unique identity. Help them do just that with your innovative gear, and they'll feel as though they're taking the road less traveled.

### Lightweighting for the “Pack It In, Pack It Out” Enthusiast

When every ounce counts and energy conservation is key, you want to make equipment that is as light as possible but strong and reliable.

### Color, Color and More Color

Manufacturers of equipment and apparel agree—a crisp pop of bright color adds just the right amount of visual interest needed to grab attention.



# SHOOTING SPORTS GEAR

For avid hunters, archers or competitive shooters, sharpening their skills is a top priority. Your next air gun or crossbow can help with smart design that takes ergonomic principles and careful material selection into account every step of the way.

## PLACES TO PLAY

- Firearms & Accessories
- Air Guns
- Ammunition
- Archery
- Safety & Eye/Ear Protection

## NEW FRONTIERS

### Comfort & Ergonomics

Don't let firearm aesthetics outweigh the importance of comfort and ergonomics. Your customers deserve the best of both worlds.

### A New Generation of Enthusiasts

The ranks of shooting sports aficionados have grown in recent years, due in part to the burgeoning interests of millennials and non-traditional enthusiasts. As these expanded demographics play a major part in the shooting sports industry, there comes a need for gear that's designed for these new participants.



# POWERSPORTS

For some, an amazing ride into the countryside is the primary experience they seek. Durability, agility and structural integrity come into play along with the common desire for individuality and a heightened sense of adventure. Side-by-sides can also enable farmers with the utility they need to work smarter, faster and stronger. Powersports enthusiasts demand more than just performance from their vehicles. With your pioneering designs and our advanced polymer materials, we'll give them the rush and functionality they need.

## PLACES TO PLAY

- Side-by-Sides & ATVs
- Dirt Bikes
- Snowmobiles
- Jet Skis

## NEW FRONTIERS

### Standing Up to the Elements

Off road vehicles should be made to take a beating. No matter the elements or exposure, your vehicle must be durable and look like new once the rider

has washed off the mud. Utilize materials that are formulated to be tough—from structural elements to scratch-resistant additives—and let your riders throw caution to the wind.

### Lightweighting

By replacing metal with lighter weight polymers, you can improve the fuel economy of your vehicle while also uncovering new opportunities for functional design improvements. Polymers offer many more design options than metal, so you can upgrade design geometry to better address your customer's comfort and ergonomic needs. Help your riders get the most out of their investments AND the ride—consider polymers to replace metal for the win-win.

### Accessories and Customization

Like most outdoor fans, off road enthusiasts put their heart and soul into the sport. When it comes to their ride, expressing their individuality is important. Help them customize with materials that fit a wide variety of needs—from colors and patterns to textures and soft touch materials—and keep you ahead of the pack.

For more idea inspiration, visit us at [www.avient.com/outdoor](http://www.avient.com/outdoor) or call +1.844.4AVIENT



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