SMART COLORANTS: MAKING THE MOST OF COLOR



Which product feature grabs a customer's attention first? Experts say it's color. Visual appeal is the fundamental attribute of color, but its benefits extend far beyond appearance. Enhancing polymer materials with colorants can:

- Differentiate products
- Reinforce branding
- Evoke emotions

- Add value to a commodity item
- Promote safety

84.7% of consumers cite colors as the primary reason they buy

a particular product*

\$37.5B b projected global colorants market size by 2025**

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

Creative and effective use of polymer colorants, which come in liquid and solid forms, can have an impact all along the value chain. To get the most from a color strategy, you need the right colorant for the job. Choosing the best solution for your application means evaluating different technologies against your particular requirements and goals.

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



SELECTING + SIZING COLORANT EQUIPMENT

Both liquid and solid colorants can be used in the same production facility

 Use the right colorant to significantly impact production and offer improvements in terms of efficiency and quality.

EXPANDING COLORANT OPTIONS

Avoid limiting yourself to either solid or liquid forms, and focus on the requirements of the end application instead

- Widen your materials and applications possibilities
- Achieve the desired effect for each part
- Optimize productivity and system costs by matching the right colorant type to the project

ADDING SPECIAL EFFECTS

Further differentiate and add value to your products

COLOR

STRATEGY

BEST

PRACTICES

• Examples include: metallic, pearlescent, chrome look, edge glow, sparkle/glitter, neon/fluorescent look, woodgrain/stone/camouflage

To learn more about polymer colorants and how you can improve your current color strategy, visit avientdistribution.com or call +1.844.4AVIENT

