AUTOMOTIVE OEM
LOWER EXTERIOR BUMPER

KEY REQUIREMENTS

• Develop a new color for molded-in-color plastics
• Create ‘Wow’ effect without chroming or paint
• Provide metallic aspect with good UV resistance for exterior part

AVIENT SOLUTION

Smartbatch™ Combination Colorants & Additives

WHY AVIENT?

• Developed new “gris megalithe” color for PP (AS1) utilizing Avient Design center
• Produced master plaques to showcase new color
• Accelerated testing to certify outstanding weathering resistance
• Collaborated across the supply chain to optimize metallic effect in the final part

LEARN MORE

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