# **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



\* 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	LIQUID COLORANTS
Available based on many different carrier resins Clean, easy handling + feeding Designed + engineered for compatible polymer matrix	More effective for low letdown ratios Highly accurate dispensing Can be processed at lower temperatures

# **ADDING SPECIAL EFFECTS**

**SELECTING + SIZING** 

**COLORANT EQUIPMENT** 

Further differentiate and add value to your products • Examples include: metallic, pearlescent, chrome look, edge glow, sparkle/glitter, neon/fluorescent look, woodgrain/stone/camouflage

#### 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

## COLOR **STRATEGY** BEST PRACTICES

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

