



# COLORMATRIX SELECT

YOUR CHOICE DELIVERED

# REDEFINING PLASTIC COLORATION

ColorMatrix™ Select Rapid Color Prototyping Technology is a color creation, selection and supply service for greater control, choice and speed in color development for injection molded plastic products.

For manufacturers, designers and brand owners, this innovative system redefines the process of color development, elevating it to a new level of efficiency.



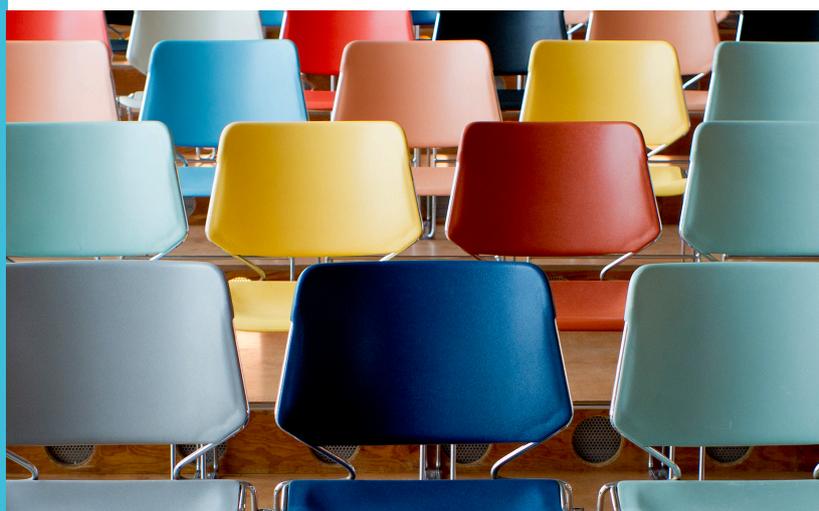


# ULTRA-FAST COLOR DEVELOPMENT AND DELIVERY

Utilizing ColorMatrix advanced liquid colorants, Select formulations are created from a series of standardized color base-sets available across our global network of service facilities. This unique automated dispense system ensures that approved, consistent and repeatable colors are available to you, wherever and whenever you need them.

## COLORMATRIX SELECT WILL ENABLE:

- Immediate visibility of color performance and cost data for multiple formulation options
- On-demand color supply
- Full color choice with no minimum order quantities
- Shorter development lead times enabling faster market access and multiple product introductions
- Assured global color consistency
- All the performance and process efficiency advantages of ColorMatrix advanced liquid colorants





# MANUFACTURERS

## TAKE CONTROL OF YOUR COLOR SUPPLY

For manufacturers who use ColorMatrix Select will be able to create and order color formulations online in minutes. With complete visibility of performance and cost parameters across multiple color options, it is possible to evaluate and select the formulation that best meets the requirements of a specific application.

Sample plaques, liquid color trial samples or full production scale quantities can be ordered directly. This allows processes to be accelerated, and minimizes inventory.

# MANAGING YOUR OWN COLOR CREATION AND SUPPLY ONLINE COULDN'T BE EASIER!

## OPTIONS

### 1

#### SELF-SERVICE

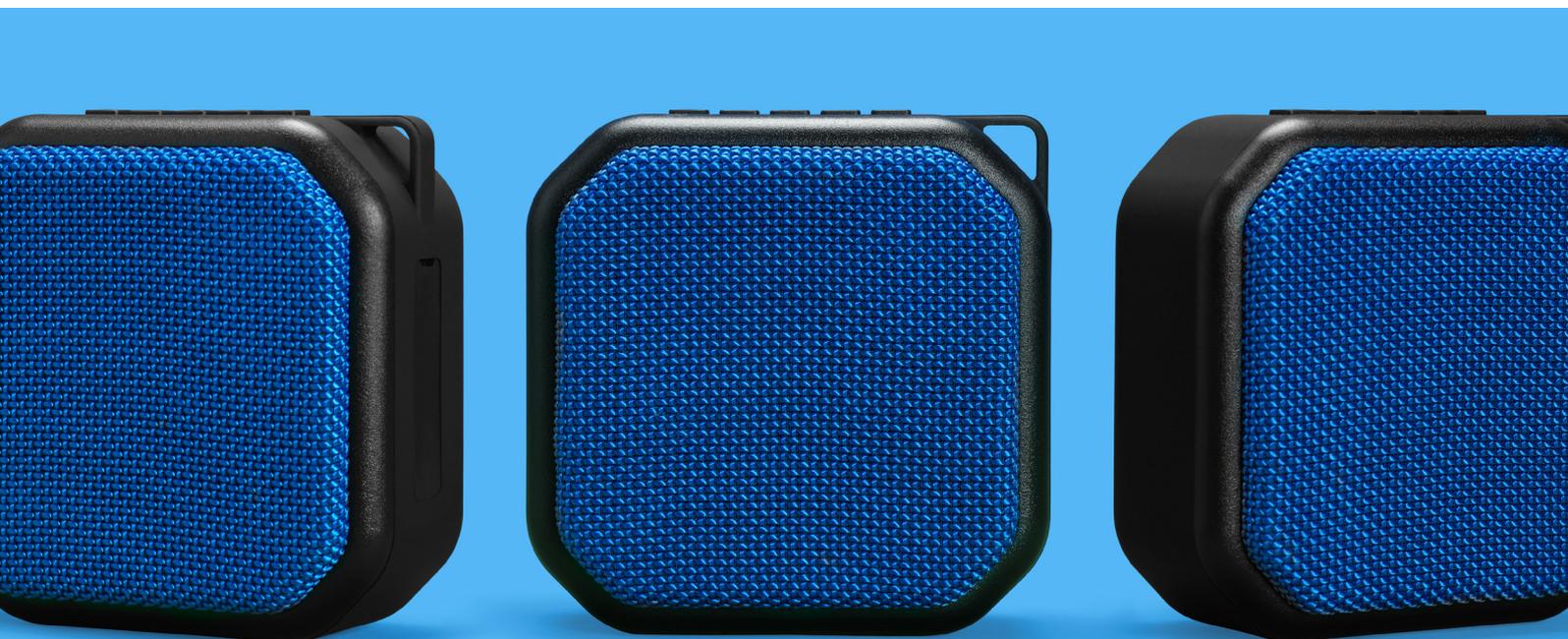
1. Log in to ColorMatrix Select and input your product specification.
2. Scan your color standard using a spectrophotometer.
3. Evaluate on-screen multiple color formulation options to meet your required specification:
  - Color accuracy
  - Regulatory compliance
  - Price
  - Performance, including lightfastness, outdoor use, reduced warpage and processing temperature
4. Select your preferred color, generate your own liquid color sample or mold your own plaque.
5. Save, review and manage your chosen formulations for future reference and production scale orders.

Your colors can be consistently reproduced from any Avient facility worldwide.

### 2

#### VISIT ONE OF OUR SELECT FACILITIES

Alternatively, you can visit one of our global Select development facilities and work with one of our experts to create your color, produce and approve samples all in the same day. To find out where our global facilities are located, please see the map on the back cover of this booklet.





## BRAND OWNERS

### EFFICIENT ONLINE COLOR MANAGEMENT

For brand and product managers, the ColorMatrix Select streamlined approach to color creation and supply accelerates product development timelines, making it possible to access new markets faster and more frequently.

As a cloud-based system, control of your color portfolio is right at your fingertips. With instant online access, colors can be evaluated and managed with the full assurance that they can be reproduced consistently, with all the necessary approvals, anywhere in the world, at any time.

Select eliminates multiple process steps and internal qualification programs, delivering important operational cost savings. This helps facilitate closer collaboration with your design and manufacturing suppliers.





## DESIGNERS

### RAPID VISUALIZATION OF YOUR COLOR

For designers, ColorMatrix Select is a powerful design tool that opens up new creative possibilities for coloring plastic products. Ultra-fast availability of representative samples in your target resin allows visualization, adjustment and approval of colors to be completed within days instead of weeks.

By visiting one of our Select facilities colors can be created, developed and approved in as little as 30 minutes.

### COLORWORKS™

ColorMatrix Select is part of a package of color focused design services and resource available from Avient.

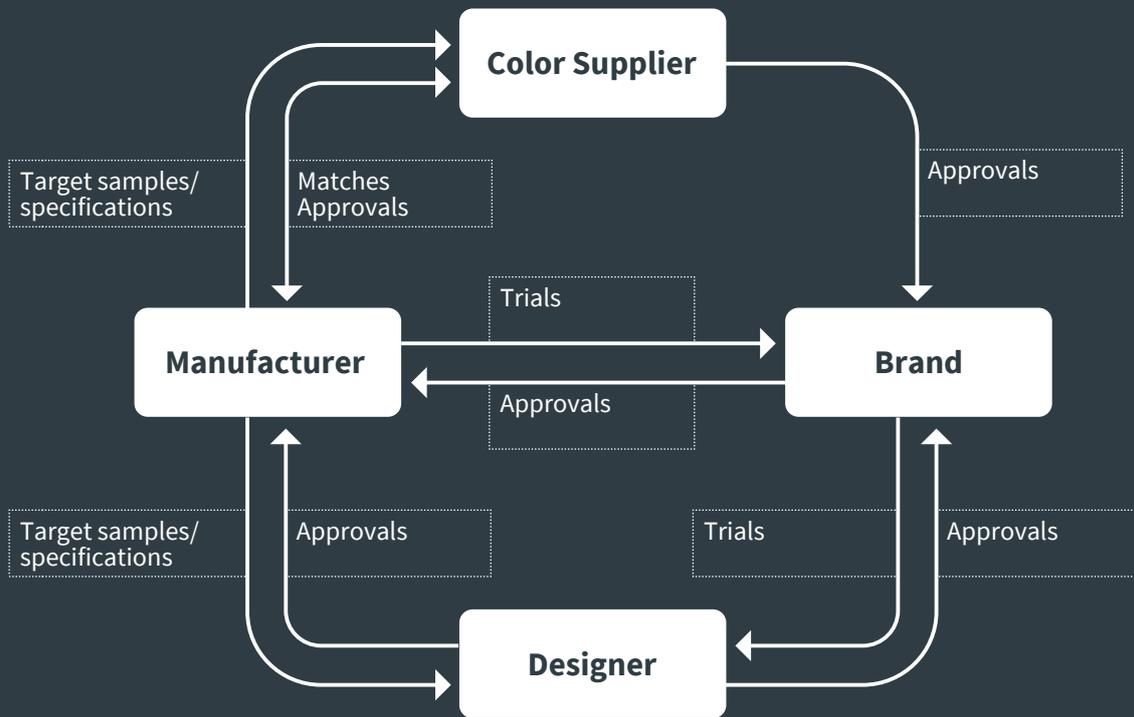
Tapping into Avient's extensive expertise in polymer materials and colorants, ColorWorks can support your design projects across masterbatch and liquid color systems with:

- ColorForward color trends and forecast inspirations
- Color selection advice and services
- Color workshops
- Market insights
- Creative design services
- Design development support
- Product trials and prototyping
- Production implementation support
- Color portfolio management



# CONVENTIONAL COLOR DEVELOPMENT PROCESS

Multiple rounds of sampling, trials and approvals, usually over many weeks



## REDEFINED COLOR DEVELOPMENT

### Direct online access

to create new colors or view multiple color formulations matching your specification

### Full visibility

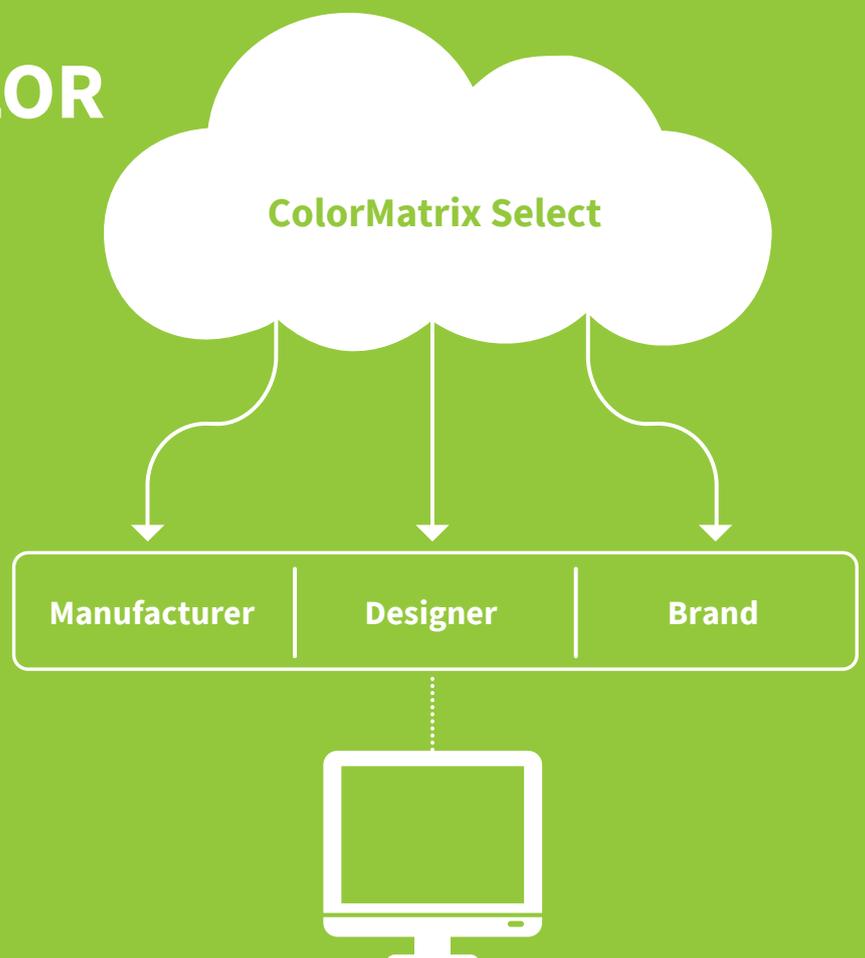
on color accuracy data performance, price and regulatory status

### Order samples

for dispatch within 24 hours

### On-demand

color supply for production





# COLORMATRIX ADVANCED LIQUID COLOR SYSTEMS

Not all liquid colors are the same! Since pioneering the development of liquid color dispersions in the 1970s, ColorMatrix is now a leading innovation brand in advanced liquid colorants for thermoplastic applications.

Expertly engineered liquid color systems can deliver significant benefits and greater long-term value in use than alternative colorant systems for an ever expanding range of product applications and production processes.

## **Main advantages of liquid color systems include:**

- Excellent statistical color distribution for consistently high quality
- Shot-to-shot and batch-to-batch consistency
- Single heat history
- Minimal wastage due to high level dosing accuracy and product recovery rates
- Highly concentrated formulations with capability of very low addition rates
- Reduced inventory and storage requirements

# FULL SERVICE COLOR PACKAGE

Avient is dedicated to supporting its customers with a full package of support services to ensure optimum value from our advanced colorant and additive technologies.

## **Rapid color development**

Accelerated color match, development and delivery for rapid market access.

## **Dosing systems**

Proprietary dosing systems designed specifically for optimized metering of Avient's advanced ColorMatrix liquid technologies.

## **Regulatory advice and support services**

Our team of experts in global regulatory compliance can advise and provide required supporting documentation.

## **Process reporting**

Advice and direction on where production efficiencies can be achieved through applying Avient technologies.

## **Technical Support Services**

Our team of technical service engineers are located globally to provide full training and manufacturing support.



**Colorant  
and additive  
technologies**



**Rapid color  
development**



**Custom dosing  
systems**



**Regulatory  
advice and  
documentation**



**Process  
reporting**



**Full on-site  
technical support**

# COLOR IS GLOBAL

At Avient we think a lot about plastics: how to make them process better, perform better, look better and be kinder to the planet. With a passion for innovation and more than 40 years experience, this advanced thinking in specialist polymer additives and liquid colorants is now helping our expanding network of customers around the globe to prosper and grow.

Avient facility, go to [avient.com](http://avient.com).





**1.844.4AVIENT**  
**[www.avient.com](http://www.avient.com)**



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