



COLOUR VISION EDITION N°21



MASTERBATCH for a lifetime

BRINGING LIFE  TO PLASTICS



COLOUR VISION™

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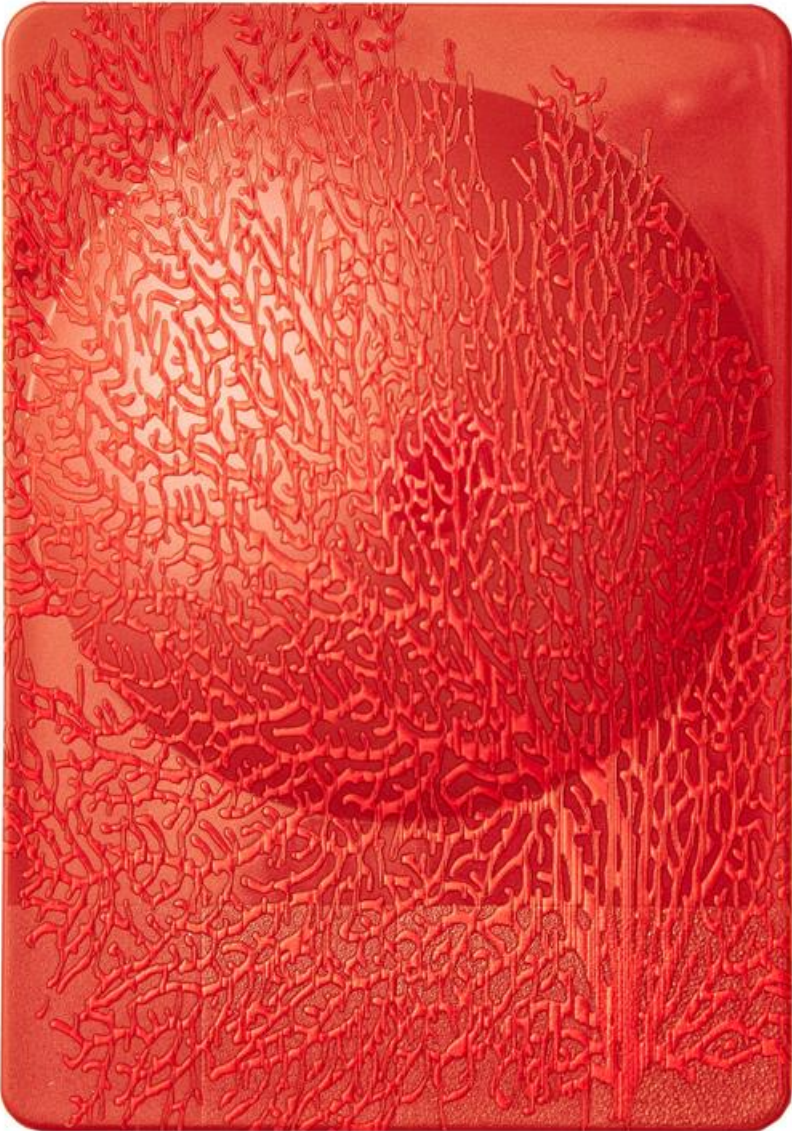
N°21

RE-WAKE YOUR SENSES



RE-WAKE YOUR SENSES

Biologically and psychologically it is essential for every mammal to have personal contact with its fellow species. In times of a pandemic we experience distancing and even isolation from our families, friends and acquaintances. The corona effect influences our whole life and who knows what effects and consequences we can expect in the future. How quickly we get used to communicating with the digital possibilities, holding meetings and holding entire trade fairs digitally or hybrid. That makes sense economically and ecologically, but what effects will this loss of direct contact with other people have? Welcoming rituals such as shaking hands or even a hug are currently inappropriate, but of inestimable value for human interaction. The salience of a stimulus or an object or a person determines what human attention is directed to. Our urge to touch things and experience products with all our senses is intensified especially at this time. Our sensory perceptions like seeing, hearing, smelling, feeling and touching are to be awakened and sensitized anew. Experience successful products with all your senses, if the product concept has been developed and implemented properly. Due to this topic, we would like to consciously show surfaces, optical effects such as marble effects in plastics, as well as laser marking, which enable particularly sustainable and new optical effects. Easily press a button on the computer - simply magic!



MAGIC TOUCH

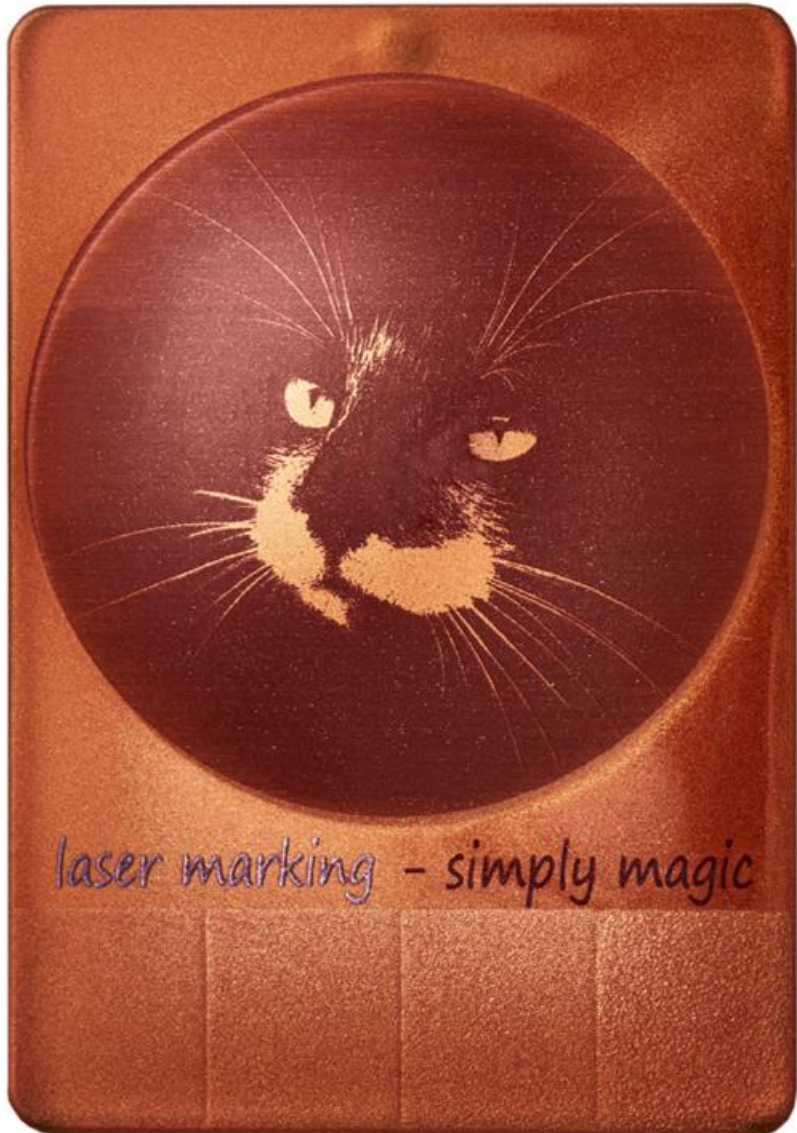
- _ HP 4BA9707 E=5% in PP
Temp.: 280°C
Light.: 7-8
LE in EU: YES
- _ Trend: Magic Touch using the laser marking technology achieving tactility and permanent decoration possibilities, as well supporting visual effects for individualisation concepts.



SIMPLY MAGIC

- _ PP 5BA9397 E=6% in PP
Temp.: 280°C
Light.: 7
LE in EU: YES
- _ Trend: Magic Touch using the laser marking technology achieving new visual effects like patterns and designs in monochrome colour differences and certain harmony. The result is a permanent decoration under the surface and not achievable.

3D MAGIC



- _ HP 7BA9577 E=3% in PP
Temp.: 230°C
Light.: 7-8
LE in EU: YES
- _ Trend: Simply Magic using the laser marking technology achieving new visual effects like patterns and designs in monochrome colour differences and certain harmony. The result is a permanent decoration under the surface and not achievable. Personalisation of products is a possibility



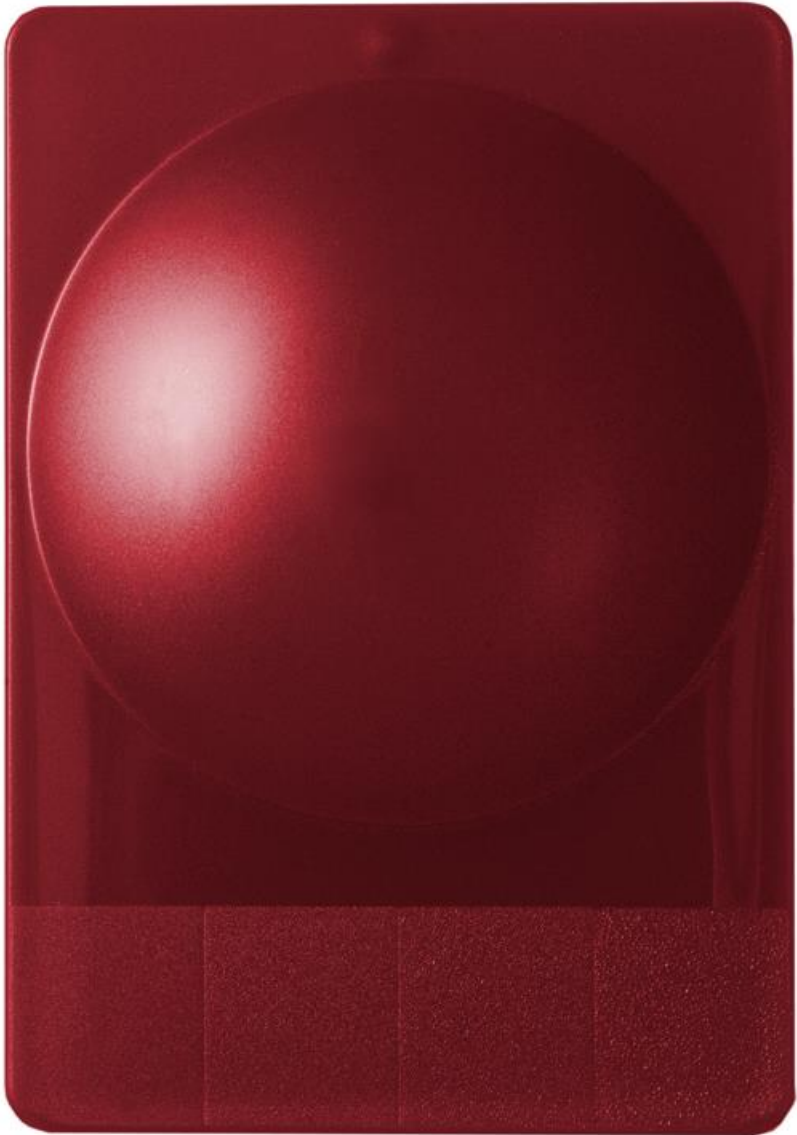
CORONA MARBLE

- _ UNS 3BA5887 MARBLE E=5% in PP
Temp.: 200°C
Light.: 4
LE in EU: YES
- _ Trend: The corona effect influences our whole life. Restrictions are specified and have to be followed. We don't like the whole thing as it is uncomfortable, difficult to grasp and we see it's changing. Shocking orange using our marble technology is never the same and all time different.



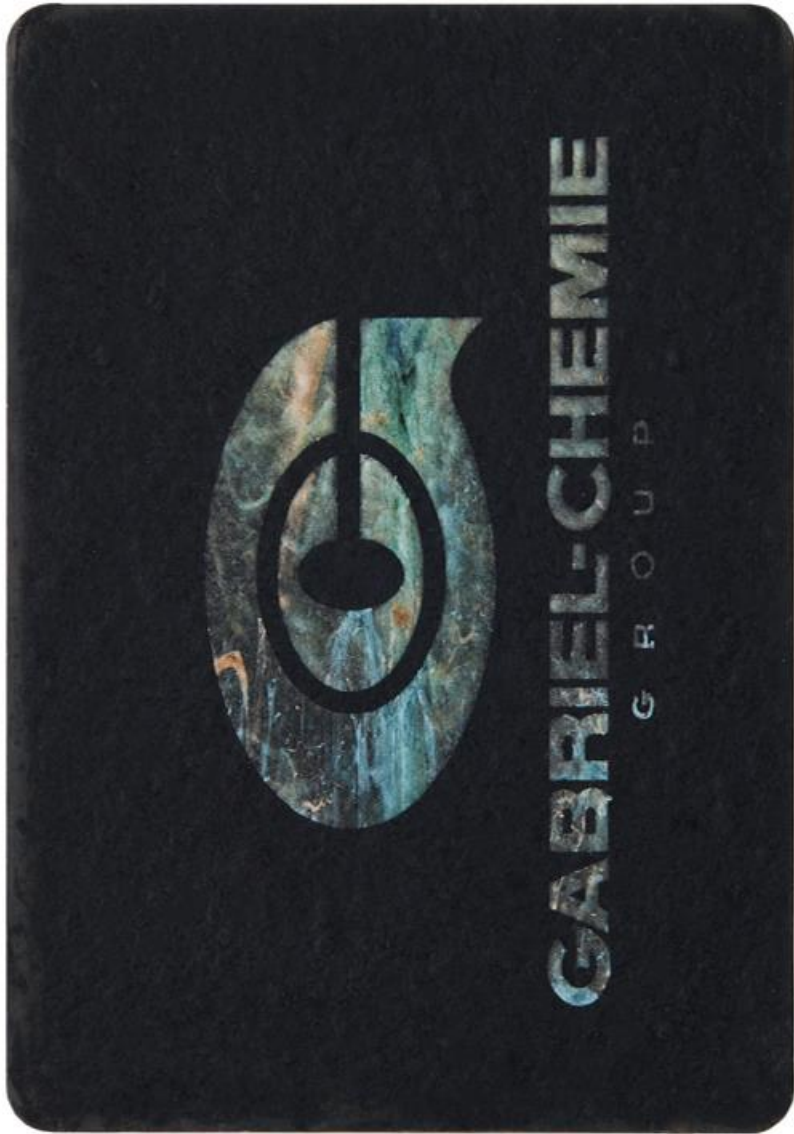
COLOUR FASCINATION

- _ UNS 5BC3607 MARBLE E=14% in PP
Temp.: 200°C
Light.: 6-7
LE in EU: YES
- _ Trend: Re-salience your senses and get inspired by colour happiness 😊. It is always fascinating to see all these rainbow colours in our PP marble technology, never the same and all time different.



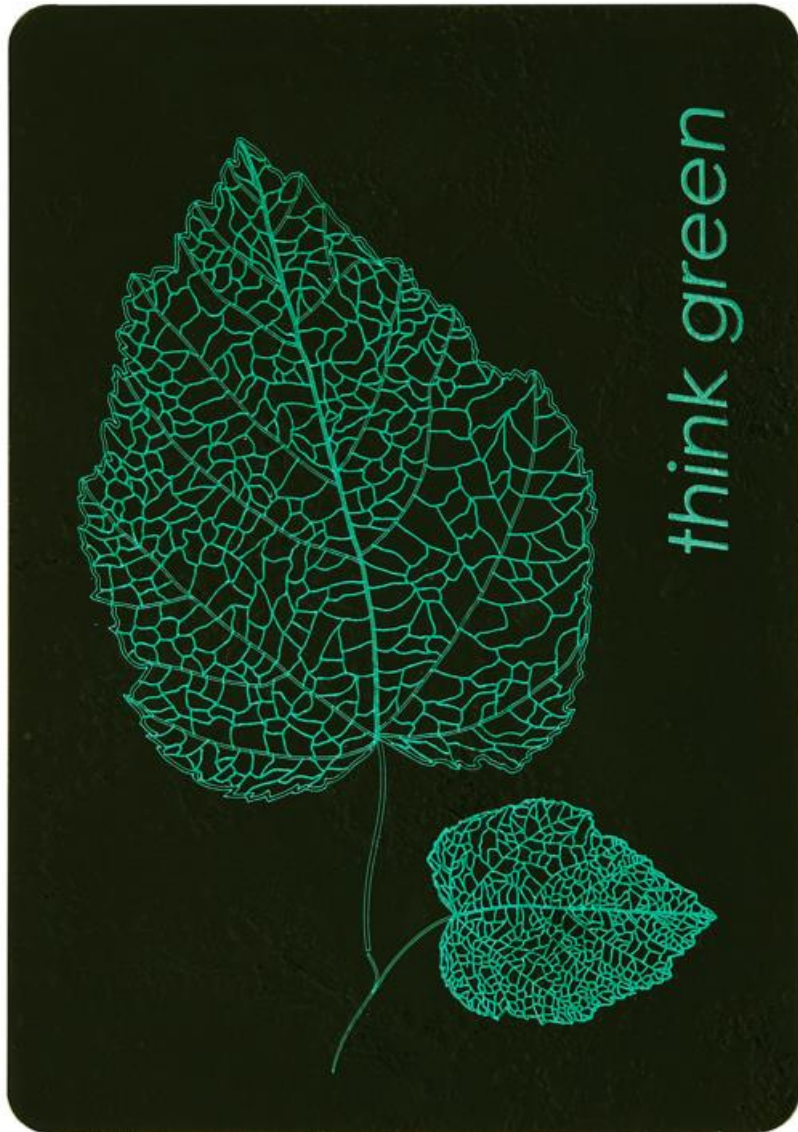
VALUE RED

- _ HP 4BB7047 E=6% in PP
Temp.: 300°C
Light.: 7-8
LE in EU: YES
- _ Trend: A deep, rich red symbolising the way we follow a passion diving into optical depth; special effect pigments strength that perception.



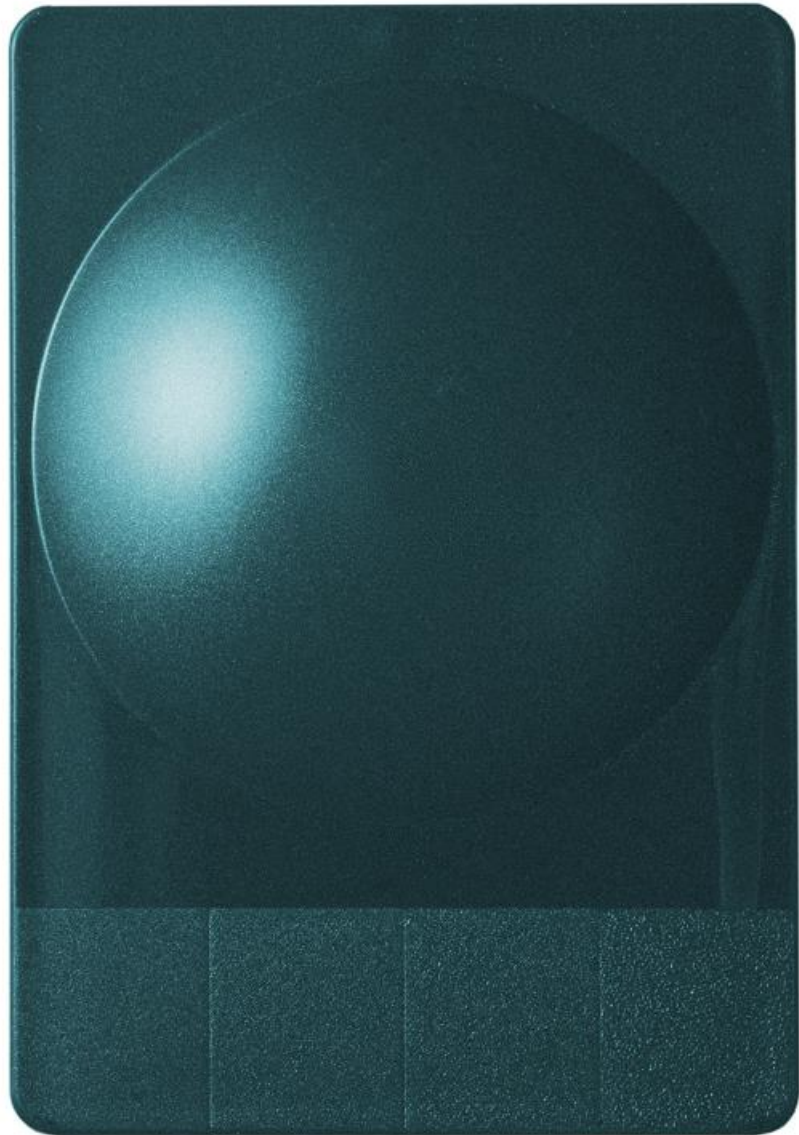
LASERED MARBLE

- _ UNS 9BB8697 MARBLE E=15% in PP
Temp.: 200°C
Light.: 6-7
LE in EU: YES
- _ Trend: A result of combining two innovative technologies, the laser marking and the marble technology. Tactile and optical wise full of value offering sensual design strategies on any product surfaces.



THINK GREEN

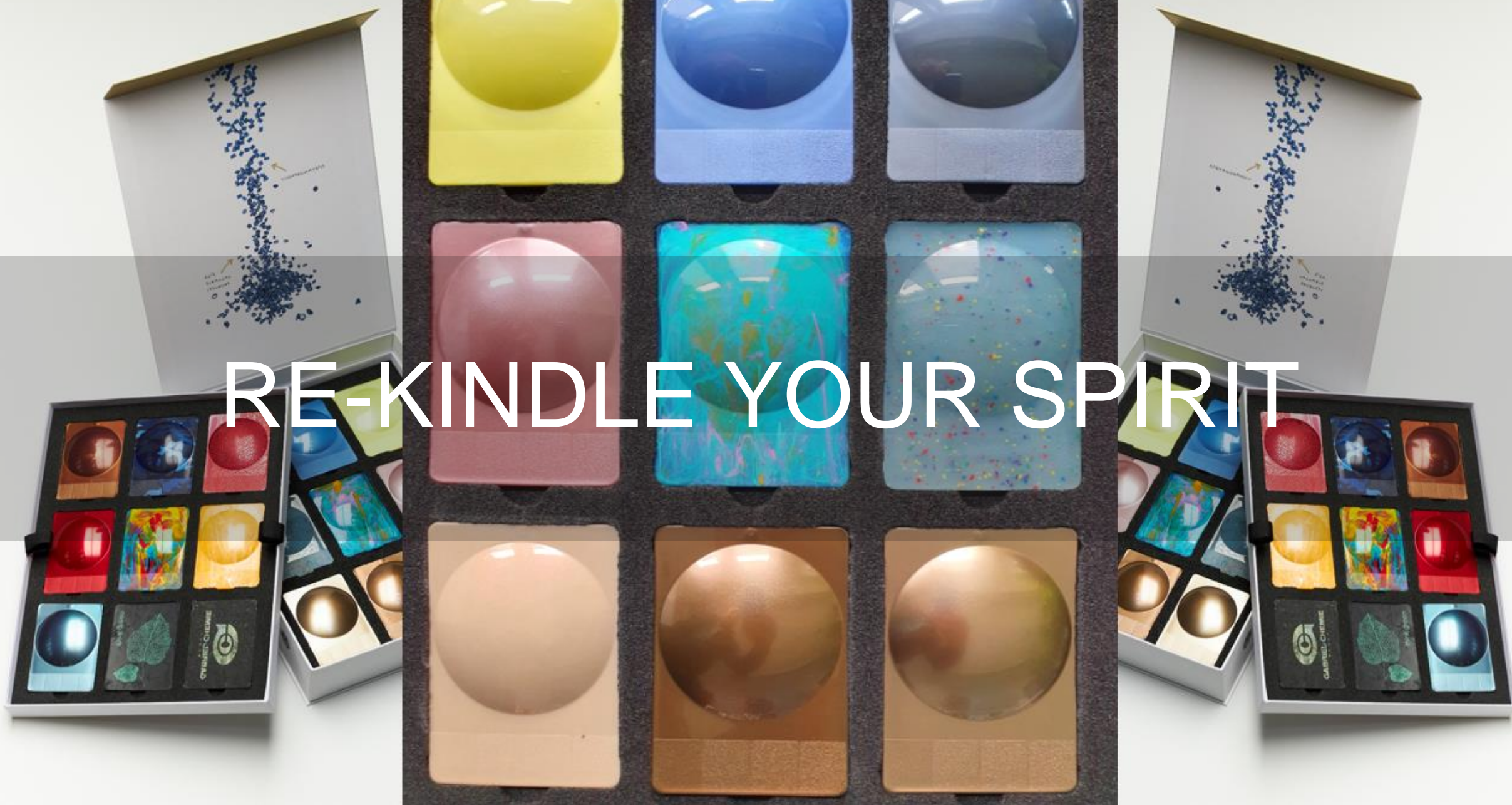
- _ HP 9BA4327LS E=3% in PP
Temp.: 300°C
Light.: 8
LE in EU: YES
- _ Trend: The laser marking technology has a sustainable importance, no printing inks, etc. Visualising fine details are one of the main advantages of laser marking. Tactile wise this plaque is an experience motivating senses.



BLUE VIBE METALLIC

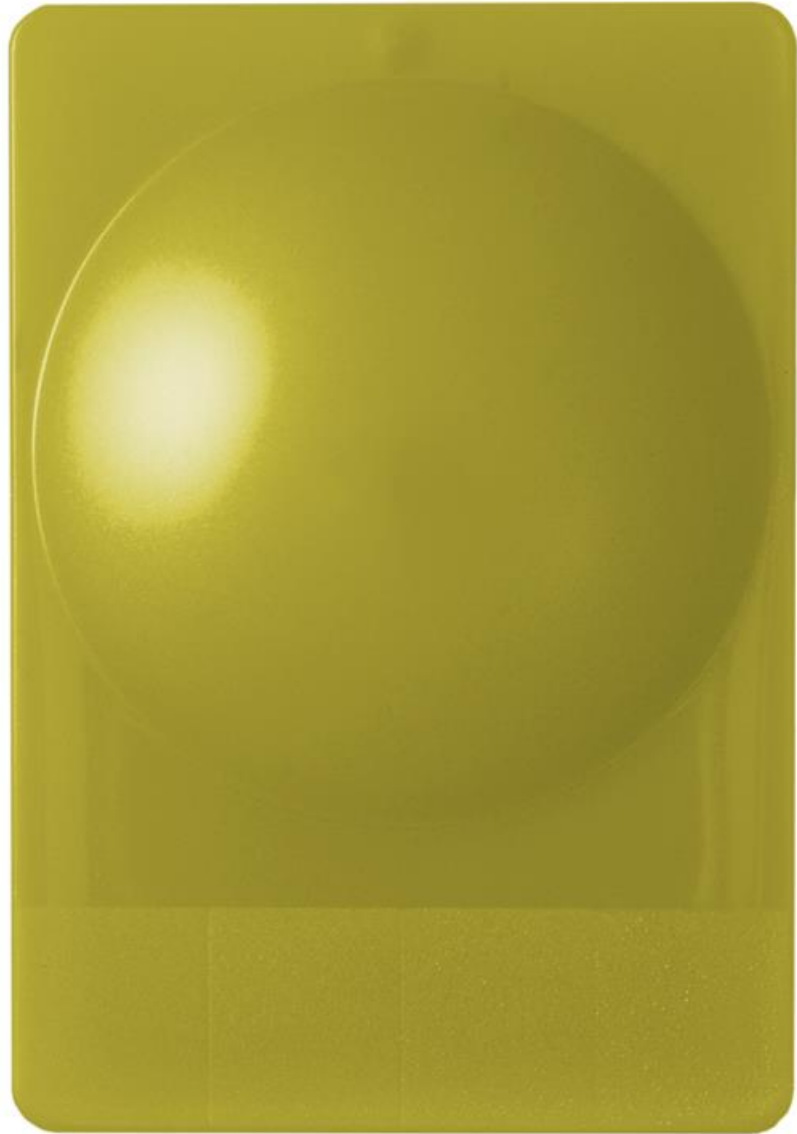
- _ HP 5BC3517 E=2% in PP
Temp.: 230°C
Light.: 7-8
LE in EU: YES
- _ Trend: New metallic effect in a bluish styling stands for sensual deepness and focuses on your inner relaxation.

RE-KINDLE YOUR SPIRIT



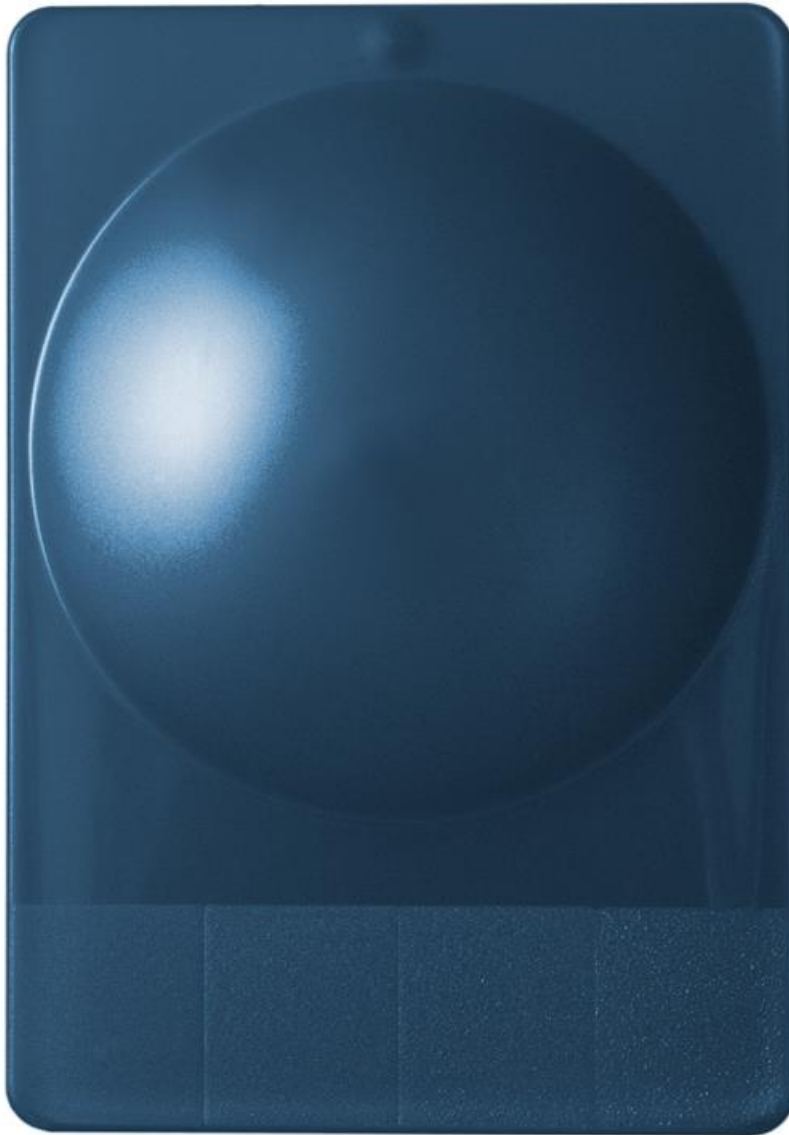
RE-KINDLE YOUR SPIRIT

- We have all been feeling the increasing pressure in the world of work for a long time. Everything turns faster, also in our private sphere. We are experiencing a complete change in our lives due to a pandemic. The result is change in society, in the economy, in politics and also in the private sphere. The person is challenged to react to such difficulties in a resilient way, to deal with them in the mind, in action what we do about it and with the request to abandon habits and customs or to change them. We have to learn to accept and reinvent ourselves. We look for harmony with our family, our friends and our work environment. We are interested in new things and discover new hobbies. But we ask ourselves “What do I really want?” We look back at the good things and times in our past to look ahead and to re-model our future. We enjoy a new sense of time and deal with work-life balance. A new lifestyle, a new spirit can be found with increased empathy for one another, more humanity, more awareness of our nature and thus more ecological and economic action.
- This trend theme is characterized by new effect colours that visualize sustainable metallization in plastic. With new marble and sparkle impressions that exude a positive spirit. We are also introducing new natural colours in a biopolymer, which symbolize our ecological awareness and actions.



NATURAL FRUITS YELLOW

- _ BIOL 2BA7267 E=2,5% in PLA
Temp.: 180°C
Light.: 5-6
LE in EU: YES
- _ Trend: Rekindle your spirit for natural products supporting sustainable strategies. New technologies off to use natural pigments in biopolymers like PLA.
- _ This fruity colour lightens the mood and clears the mind. It feels new, exciting and fresh, adding zest to everyday life and may signal the light at the end for a dark tunnel.



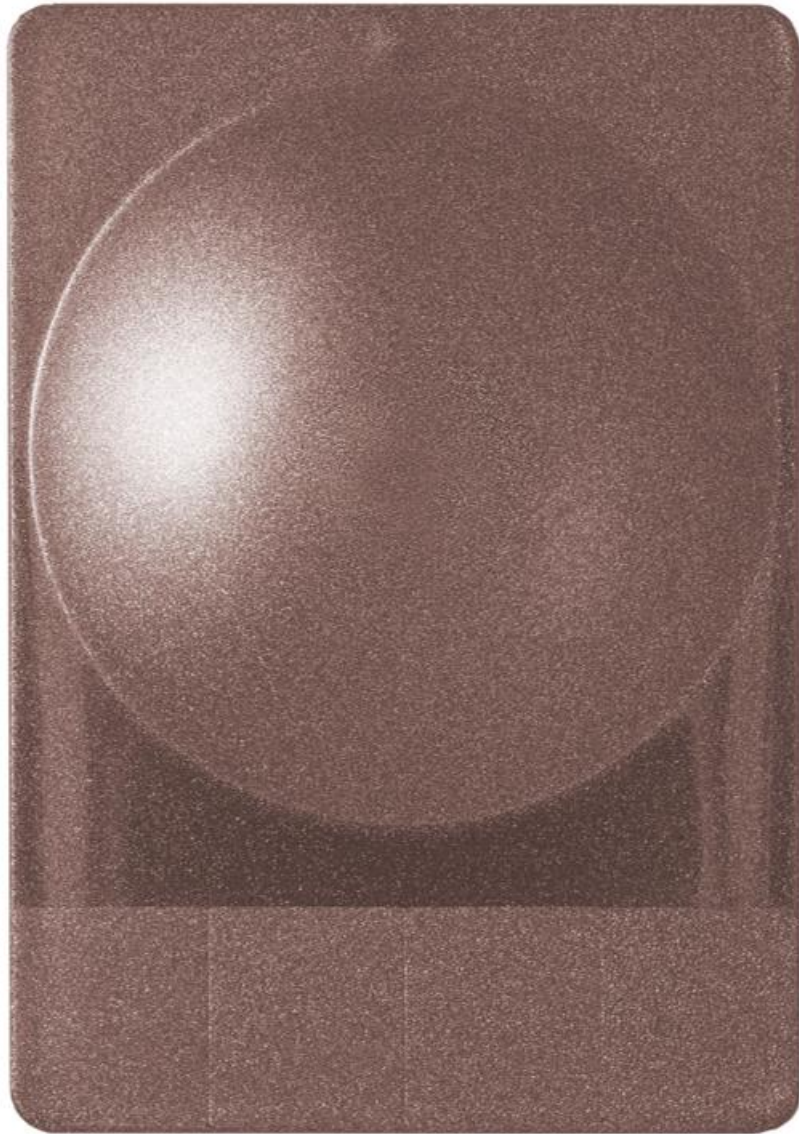
NATURAL INDIGO

- _ BIOL 5BC4267 E=2,5% in PLA
Temp.: 180°C
Light.: 5-6
LE in EU: YES
- _ Trend: Rekindle your spirit for natural products supporting sustainable strategies. New technologies off to use natural pigments in biopolymers like PLA.
- _ The colour stands for a renewed wisdom from understanding our own essential values and needs and those of the planet.



NATURAL BLACK

- _ BIOL 9BB9387 E=2,5% in PLA
Temp.: 180°C
Light.: 5-6
LE in EU: YES
- _ Trend: Rekindle your spirit for natural products supporting sustainable strategies. New technologies off to use natural pigments in biopolymers like PLA.
- _ The colour stands for a grounded night-time shade. Represents the “dark tunnel” and therefore the opposite of NATURAL FRUITS YELLOW.



SPARKLING ROSE

- _ HP 4BB6777 E=5% in PP
Temp.: 280°C
Light.: 7
LE in EU: YES
- _ Trend: A clear, holographic mauve colour, representing digital purification, re-calibration and restorative trust.



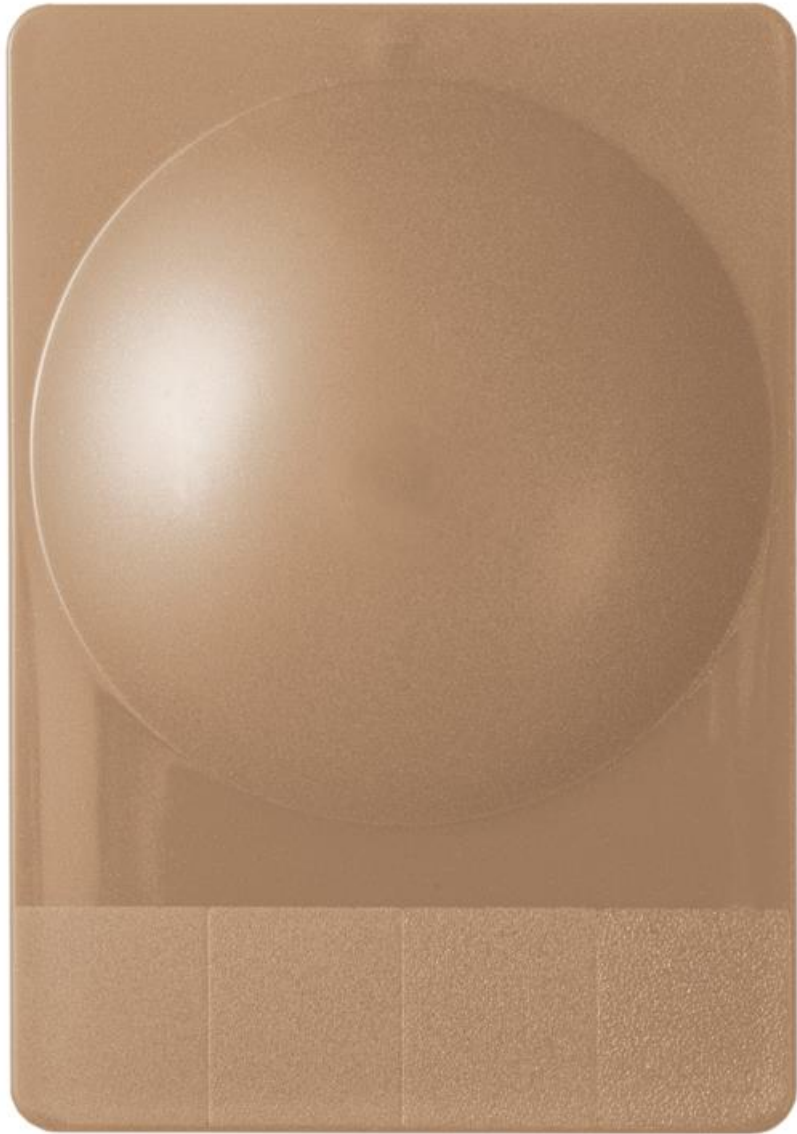
MARBLE TOPAZ SPIRIT

- _ UNS 5BC3407 E=11% in PP
Temp.: 200°C
Light.: 7
LE in EU: YES
- _ Trend: Gemstones are mystical and spiritual at once. Blue topaz and especially opals offering inspiration and positive mind. An Opal is considered to be the strongest stone for the soul in mediation.



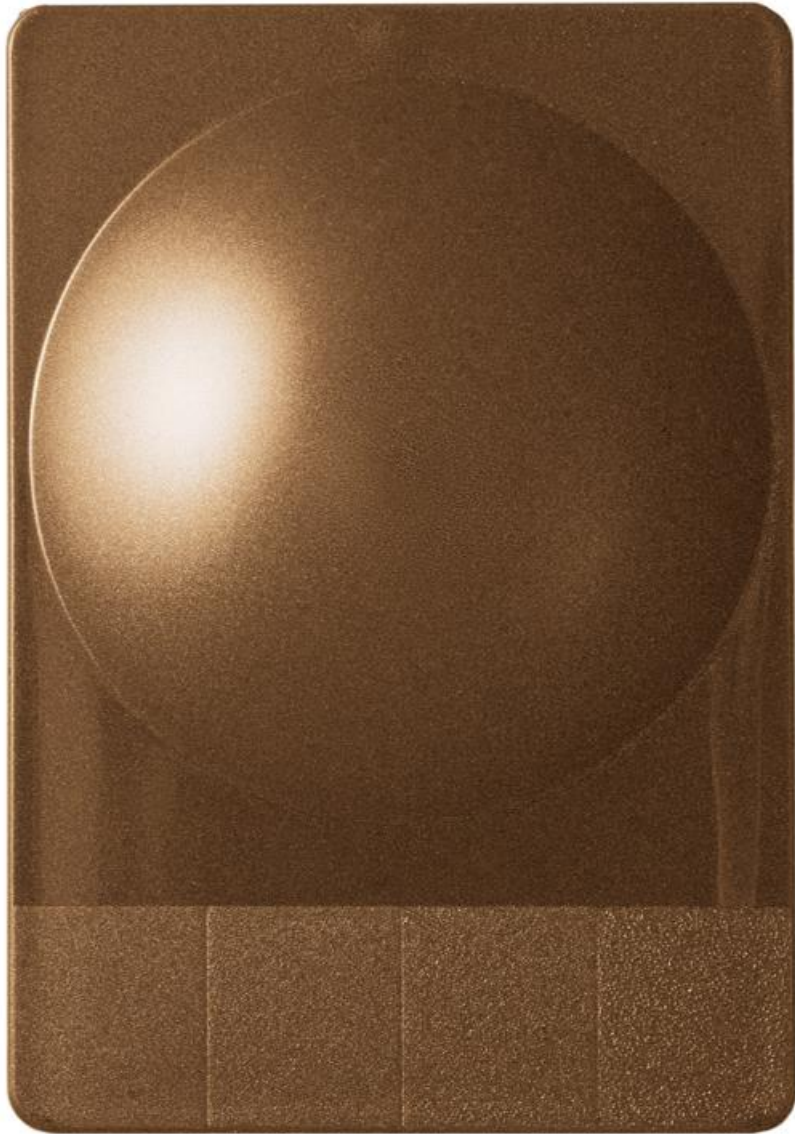
HAPPY SPOTS

- _ HP 7BA9907 E=10% in PP
Temp.: 300°C
Light.: 7-8
LE in EU: NO
- _ Trend: Kids enjoy playing and show happiness especially when letting balloons rising outside. Such optical inspiration is now possible to realise in plastics. Never stop being a kid. 😊



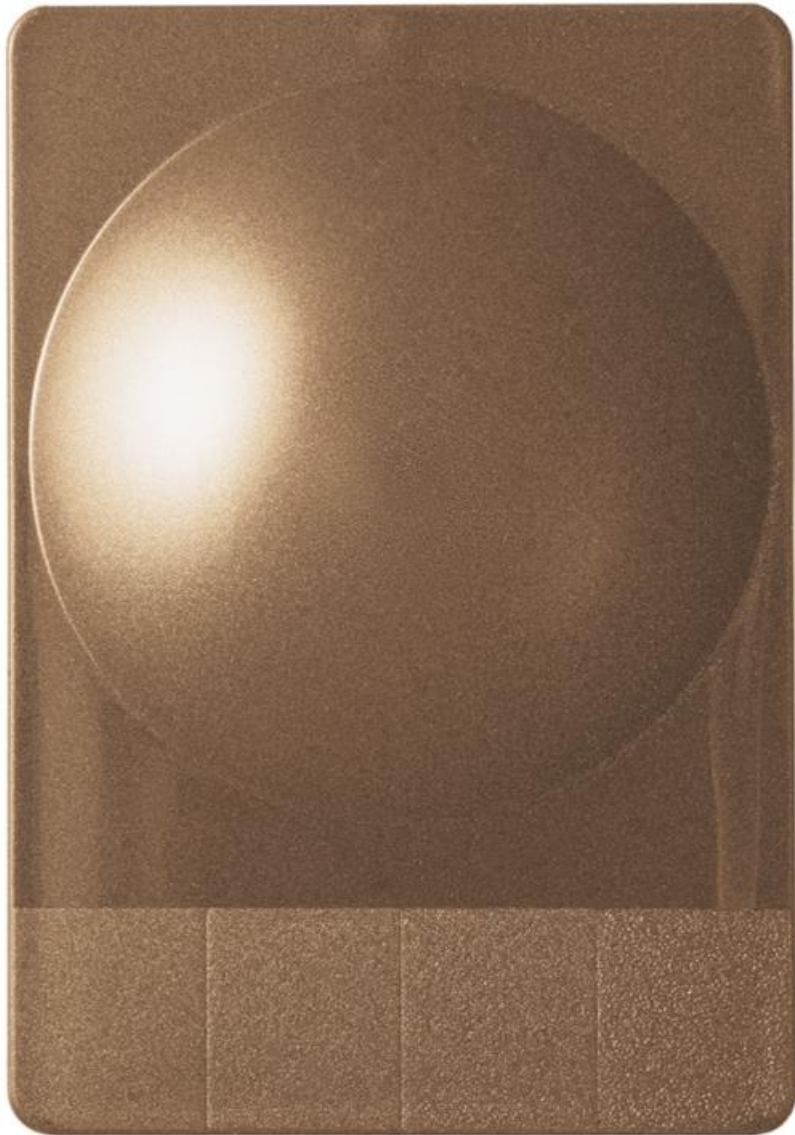
SENSE OF TIME

- _ HP 9BB9217 E=5% in PP
Temp.: 280°C
Light.: 7-8
LE in EU: YES
- _ Trend: Time is precious. It is not too little time that we have, but too much time that we do not use. We learn from our past experiences. Learn to enjoy time for yourself vs. full-time zest of action.



METALLIC BALANCE

- _ HP 7BA9877 E=2% in PP
Temp.: 230°C
Light.: 7-8
LE in EU: YES
- _ Trend: In terms of work-life-balance, use the time to relax and recharge your batteries. Time has come to bring change and balance our lives again, reinvent ourselves and live in harmony with our friends, family and daily business.



ELECTRUM

- _ HP 7BA9857 E=5% in PP
Temp.: 230°C
Light.: 7-8
LE in EU: YES
- _ Trend: Electrum is a naturally occurring alloy of gold and silver. Electrum is mentioned in an account of an expedition sent by Pharaoh Sahure of the Fifth Dynasty of Egypt, so spiritual foot prints are manifested.

If you have further questions please contact us.
We will be glad to assist you.

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