

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	More effective for low letdown ratios
Clean, easy handling + feeding	Highly accurate dispensing
Designed + engineered for compatible polymer matrix	Can be processed at lower temperatures



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