



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

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METALLIC EFFECT + PAINT REPLACEMENT

AUTOMOTIVE OEM LOWER EXTERIOR BUMPER

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

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