

# **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

### **LEARN MORE**

### **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