

Consumer Lifestyle

Demand in the global consumer electronics and home appliances markets is influenced by global megatrends such as the increasing trend towards premium devices. We can expect to see highly sophisticated products that are self-explanatory and intuitive to use. The progressive use of artificial intelligence is also set to play an increasingly important role.

An elegant, minimalist design with a clean, purist shape is often paramount for product appeal. For the interaction with consumers, color, design and effect play a key role in establishing a unique selling point (USP). Color contributes significantly to presenting a design in its most beautiful form, and to visually highlighting product features that meet the highest technical demands.

We have selected three themes based on current trend information, each consisting of four colors, in order to create a symbiosis between technology and emotions. Sunny Pastels, Natural Look and Next Level color inspirations have the ability to turn heads, but also work well in combination with other hues such as classic white and black, or neutral colors and soft pastels.

In cooperation with WEILBURGER Coatings, numerous years of experience and in-depth market know how have gone into the creation of this color card to meet the requirements of the market.

Technical Data

	1K Single Coat	1K Base Coat	2K Top Coat
System	Waterborne Acrylic	Waterborne PU	Waterborne 2K PU
Dry Film Thickness	10 – 20 µm	15 – 30 µm	20 – 25 µm
Application Viscosity (DIN EN ISO 2431)	15 – 20 sec/6mm	15 – 20 sec/6mm	16 – 20 sec/4mm
Gloss	10 – 40 GU/60°	10 – 40 GU/60°	>80 GU/20°

Information on technical applications is provided to the best of our knowledge within the scope of the possibilities open to us but is without obligation. Current laws and regulations must be observed at all times. This also applies in respect of any protected rights of third parties.

Our suggestions do not relieve our customers of the need to test our products at their own responsibility to establish whether they are suitable for the intended purpose.

Quotations from our literature are only permitted after prior written authorization and only if the source is cited.

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PERFORMANCE MEETS DESIGN

COLOR INSPIRATIONS FOR PLASTIC COATINGS

Sunny Pastels

Optimism and light are incredibly stimulating, bring joy to life and let us savor the moment. Sunny pastels with a yellow or bright appeal can reflect progress in science and technology in a youthful and care-free way. They also convey a touch of nostalgia and feminine charm, which is fresh and welcome in this sector.

Mojito Mint

	1K Single Coat	
	Kyntaline KC815-R1 Super Bright Gold	57.8%
	Silverdollar / fine	25.4%
	Pigment Green 36	13.6%
	Pigment Yellow 138	3.2%
	PWC in dry film =	34.4%

Fluffy Blue

	1K Single Coat	
	Crystal KC8100B Fine Penguin White	47.0%
	Silverdollar / medium	42.3%
	Pigment Blue 15:3	5.3%
	Pigment Green 7	5.2%
	Pigment Violet 23	0.2%
	PWC in dry film =	29.4%

Sugar Melon

	1K Base Coat	
	Pigment White 6	94.1%
	Pigment Yellow 110	3.0%
	Pigment Orange 43	2.9%
	PWC in dry film =	68.3%
	2K Top Coat	
	XillaMaya T60-20 SW Sunbeam Gold	100.0%
PWC in dry film =	0.5%	

Honey Bee

	1K Base Coat	
	Pigment White 6	60.9%
	Pigment Yellow 110	17.0%
	Pigment Yellow 138	22.1%
	PWC in dry film =	39.4%
	2K Top Coat	
	KC9820G Egyptian Gold	100.0%
PWC in dry film =	0.5%	

Natural Look

The contrast between strength and fragility is a central aspect of nature. It presents us with an unbelievable variety of delicate hues of natural beauty and simplicity, and inspires us with the rich colors of fruit and flowers. Thus green has come to be regarded as a symbol of hope and understanding, and reminds us to respect and protect our environment.

Blackcurrant

	1K Single Coat	
	Chameleon KC19502D Flash Brown/Red/Violet	23.5%
	Silverdollar / medium	30.4%
	Pigment Red 122	27.8%
	Pigment Red 254	10.4%
	Pigment Orange 43	6.9%
	Pigment Black 7	1.0%
	PWC in dry film =	19.7%

Dried Cereal

	1K Single Coat	
	Crystal KC83307 Bright Green Gold	25.9%
	Cornflake / coarse	14.7%
	Pigment White 6	58.2%
	Pigment Red 101	1.0%
	Pigment Green 36	0.2%
	PWC in dry film =	42.1%

Cocoon

	1K Single Coat	
	Kyntaline KC815-R1 Super Bright Gold	70.7%
	Silverdollar / fine	25.6%
	Pigment Red 166	2.2%
	Pigment Yellow 83	1.5%
	PWC in dry film =	22.5%

Ginkgo Leaf

	1K Single Coat	
	XillaMaya T60-10 SW Crystal Silver	21.1%
	Silverdollar / medium	10.4%
	Pigment Yellow 138	37.7%
	Pigment Green 36	23.6%
	Pigment Black 7	7.2%
	PWC in dry film =	13.2%

Next Level

Charismatic colors capable of interacting with their environment are energetic and powerful, and symbolize the complexity of reconciling technology and progress with the husbanding of existing resources. These colors stand out for their confident, vibrant and technology-inspired appeal. Scanning the horizon of new trends, we find existing colors reflected in a variety of styles and aesthetics that pursue a new direction.

Golden Tuscany

	1K Single Coat	
	Crystal KC83307 Bright Green Gold	38.4%
	Silverdollar / medium	22.6%
	Pigment Yellow 110	33.0%
	Pigment Black 7	4.3%
	Pigment Red 264	1.7%
PWC in dry film =	28.7%	

Deep Space

	1K Base Coat	
	XillaMaya T60-23 SW Galaxy Blue	38.6%
	Kyntaline KC815W Super Bright Penguin White	12.9%
	Pigment White 6	39.6%
	Pigment Blue 15:6	7.6%
	Pigment Violet 23	1.2%
	Pigment Black 7	0.2%
	PWC in dry film =	34.9%
	2K Top Coat	
	Pigment Black 7	100.00%
	PWC in dry film =	0.02%

Luscious Red

	1 K Base Coat	
	Setallic KC815-M5 Fine Auspicious Red	59.2%
	Silverdollar / coarse	9.9%
	Pigment Red 264	28.2%
	Pigment Black 7	1.9%
	Pigment Violet 23	0.8%
	PWC in dry film =	15.1%
	2 K Top Coat	
	Pigment Red 264	100.00%
PWC in dry film =	0.4%	

Silgo Dance

	1K Single Coat	
	KC83000E1 Dove Grey	43.3%
	Silverdollar / coarse	53.1%
	Pigment Black 7	3.6%
	PWC in dry film =	14.6%