

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.

Technical Data

Coating System	Waterborne Acrylic
Application	Spray coating
Dry Film Thickness	10 - 20 μm
Application Viscosity (DIN EN ISO 2431)	15 - 20 sec/6mm
Gloss	10 - 40 GU/60°

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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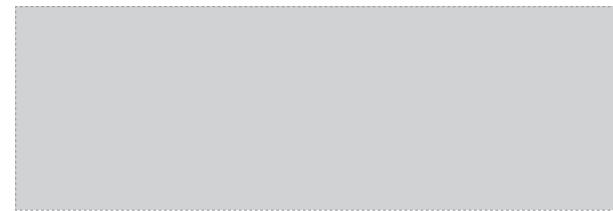
PERFORMANCE MEETS DESIGN

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



As a color reference the following color tone was used:
Pantone 351C

The final formulation contains:
Kyntaline KC815-R1 Super Bright Gold
Silverdollar / fine
Pigment Green 36
Pigment Yellow 138

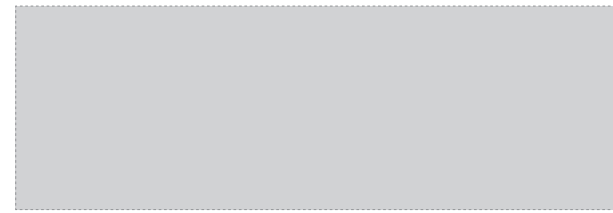
Fluffy Blue



As a color reference the following color tone was used:
Pantone 14-4814 TCX

The final formulation contains:
Crystal KC8100B Fine Penguin White
Silverdollar / medium
Pigment Blue 15:3
Pigment Green 7
Pigment Violet 23

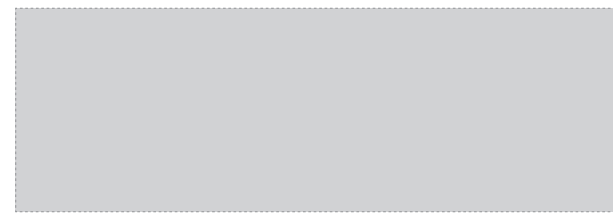
Sugar Melon



As a color reference the following color tone was used:
Pantone 15-1239

The final formulation contains:
XillaMaya T60-20 SW Sunbeam Gold
Pigment White 6
Pigment Yellow 110
Pigment Orange 43

Honey Bee



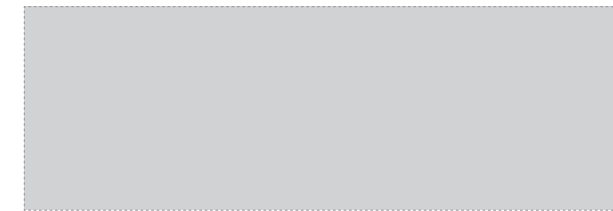
As a color reference the following color tone was used:
Pantone 13-0755

The final formulation contains:
KC9820G Egyptian Gold
Pigment White 6
Pigment Yellow 110
Pigment Yellow 138

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.

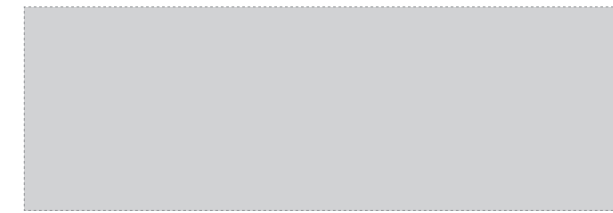
Blackcurrant



As a color reference the following color tone was used:
Pantone 17-1608 TCX

The final formulation contains:
Chameleon KC19502D Flash Brown/Red/Violet
Silverdollar / medium
Pigment Red 122
Pigment Red 254
Pigment Orange 43
Pigment Black 7

Dried Cereal



As a color reference the following color tone was used:
Pantone 703 U

The final formulation contains:
Crystal KC83307 Bright Green Gold
Cornflake / coarse
Pigment White 6
Pigment Red 101
Pigment Green 36

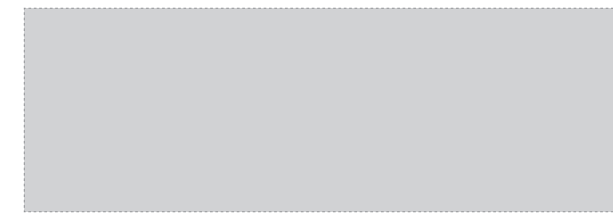
Cocoon



As a color reference the following color tone was used:
Pantone 13-1404 TPX

The final formulation contains:
Kyntaline KC815-R1 Super Bright Gold
Silverdollar / fine
Pigment Red 166
Pigment Yellow 83

Ginkgo Leaf



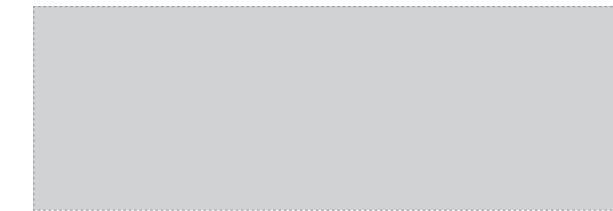
As a color reference the following color tone was used:
Pantone 18-0107

The final formulation contains:
XillaMaya T60-10 SW Crystal Silver
Silverdollar / medium
Pigment Yellow 138
Pigment Green 36
Pigment Black 7

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



As a color reference the following color tone was used:
RAL 1036

The final formulation contains:
Crystal KC83307 Bright Green Gold
Silverdollar / medium
Pigment Yellow 110
Pigment Black 7
Pigment Red 264

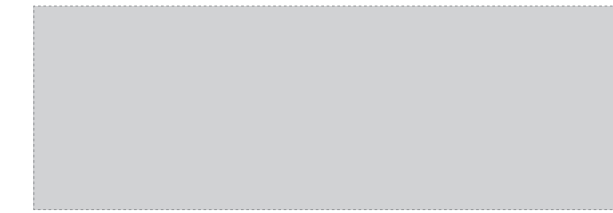
Deep Space



As a color reference the following color tone was used:
Pantone 18-4048 TCX

The final formulation contains:
XillaMaya T60-23 SW Galaxy Blue
Kyntaline KC815W Super Bright Penguin White
Pigment White 6
Pigment Blue 15:6
Pigment Violet 23
Pigment Black 7

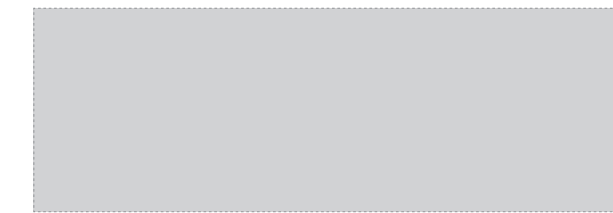
Luscious Red



As a color reference the following color tone was used:
Pantone 19-1652 TCX

The final formulation contains:
Setallic KC815-M5 Fine Auspicious Red
Silverdollar / coarse
Pigment Red 264
Pigment Black 7
Pigment Violet 23
Pigment Red 264

Silgo Dance



As a color reference the following color tone was used:
RAL 9006/9007

The final formulation contains:
KC83000E1 Dove Grey
Silverdollar / coarse
Pigment Black 7