



» PRODUCT BULLETIN

ColorMatrix™ Select™ Rapid Color Prototyping Technology

Color creation, selection and supply service for greater control, choice and speed in color development for injection molded plastic products

WHAT IT IS

With the ColorMatrix™ Select™ system, managing your own color creation and supply online couldn't be easier.

Select is a combined hardware and software system for developing and prototyping new custom colors in real-time, at a customer's site or at a Avient facility.

For manufacturers, designers and brand owners, this innovative system redefines the process of color development, elevating it to a new level of DIY efficiency.

TECHNOLOGY COMPONENTS

Select Rapid Color Prototyping Technology includes:

Select Color Cell

- Color scanning or matching
- Creation of color plaques

Online Software

- Formulation and price generator
- Web-based processor

Automated Dispenser

- Globally standard base colors
- Consistent production from recipes

HOW IT WORKS

Select allows you to:

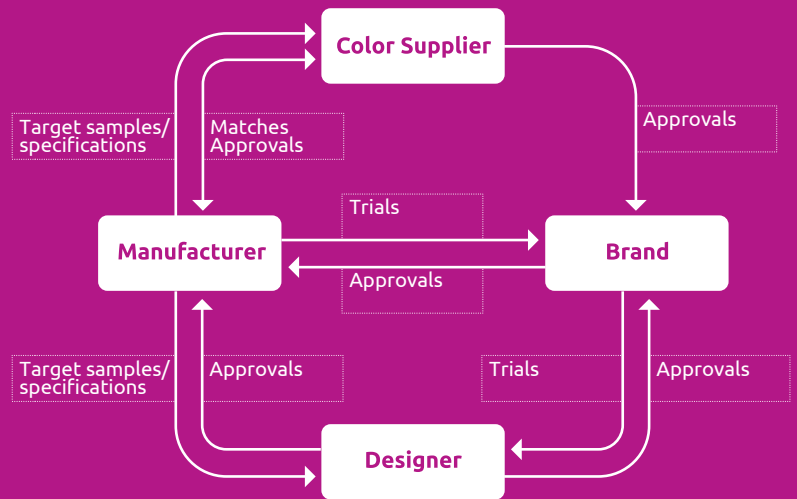
- Instantaneously create a new color using your own standards, spectrophotometer or colorimeter data, or the software's built-in design tools
- Produce small quantities of color masterbatch for use in validating your color match
- Combine advanced liquid colorants, cloud-access software and automated dispensing technology
- Carry out color modeling and rapid iteration

Select also helps you:

- Choose the right color by providing a quick and cost effective way to model, sample, and test color options
- Facilitate prototyping and variation testing

CONVENTIONAL COLOR DEVELOPMENT PROCESS

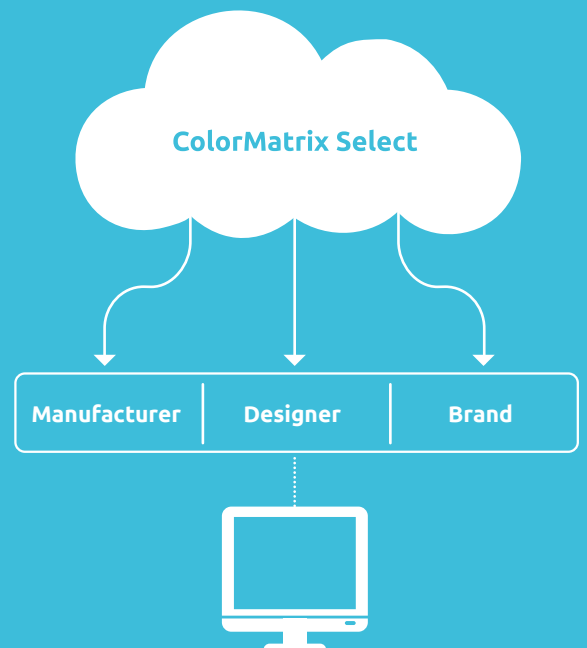
Multiple rounds of sampling, trials and approvals, usually over many weeks.



MARKETS AND APPLICATIONS

Select is a system ideally suited for applications where choice of color is vital but also uncertain. Typically used within extrusion, injection molding and blow molding processes with specific benefits for:

- **Manufacturers** – Take control of your color supply
- **Brand Owners** – Efficient online color management
- **Designers** – Rapid visualization of your color



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