



## Impress™ High Gloss Metallic Effect Colorants

**Color concentrates add a unique look and sheen to polymer packaging**

### PRODUCT DESCRIPTION

Impress™ High Gloss Metallic Effect Colorants create a high gloss, metal effect look with no flow lines for polymer packaging, in a limitless range of vibrant colors.

This technology enables packaging manufacturers to create unlimited combinations of color and gloss to design a brilliant metallic look that demands attention.

### VALUE SOLUTION

Colorful polymer packaging is widely used in the beverage and personal care sectors to make products stand out on shelves.

Manufacturers are always looking for new and striking color combinations and special effects for packaging. Why? They want their products to win share in high-volume consumer markets by standing out at point-of-sale.

This new color and special effects option helps polymer packaging do just that. It also offers flexible color options and an easy fit with existing production processes using standard machinery.

Available in both liquid and solid formulations, Impress High Gloss Metallic Effect Color Concentrates help to create packaging with a brilliant glossy, metallic surface in unlimited color options.

### KEY CHARACTERISTICS

Impress High Gloss Metallic Effect Color Concentrates are designed for PET. Creating the high gloss, metallic effect involves varying the amount of colorant and the thickness of packaging walls, enabling infinite options to be created for a variety of fantastic packaging looks.

The process is easy to implement with traditional packaging polymers using standard stretch blow molding machinery. Our testing has revealed that packaging made with Impress Colorants has no flow lines to disrupt the brilliant glossy surface.



## TARGET MARKET AND APPLICATIONS

- Beverages
- Personal Care
- Consumer Goods

### Compatible with:

- PET
- Injection blow molding

## TECHNOLOGY COMPONENTS

Impress high gloss metallic effect color concentrates are formulated using an additive that adds a brilliant ultra-glossy appearance to packaging made with semi-crystalline polymers. The additive creates tiny bubbles inside the semi-crystalline resins which, when stretched during blow molding, reflect light and shine for a high gloss, metallic

appearance. PolyOne will engage with customers to determine whether a liquid or solid masterbatch would be optimal for their applications.

Our testing has shown that packaging manufactured with Impress color concentrates does not have flow lines. With other metallic effect additives, these lines can appear on the surface of a polymer part where molten plastic flow fronts meet during processing.

## SUMMARY

High gloss metallic effect color concentrates for polymer packaging offer a reflective look and sheen with unlimited color options and gloss effects that will grab consumer attention at point-of-sale.

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