What if you could refine sensation?

You can—when you work with PolyOne.
Expand your freedom to design weighted luxury packaging that fascinates.
Convey opulence with Gravi-Tech™ High Density Formulations.

*Sensory indulgence
Ultra-luxury aesthetics
Elegant artistry*

Visit [www.polyone.com](http://www.polyone.com) to make it possible.
“...studies show that the abstract concept of importance is grounded in bodily experiences of weight.”

Jostmann, Lakens, and Schubert, Association for Psychological Science, 2009

THE LIFESTYLE

Your consumers’ worlds are fast paced. They’re empowered, drawn to beauty and fully accomplished. They approach life with elegant conviction and make no concessions in their quest for style.

As their busy days begin and end, they seek sensory experiences that evoke feelings of sophistication and luxury to bring balance to their lives. They pick up a glimmering compact, a jewel-shaped perfume cap, a weighted and elegant moisturizer jar—and they intuitively feel more glamorous, more indulgent, more alive.

THE PACKAGE

Luxury is prohibitive. It’s not for everyone. It’s challenging to create the fine experience luxury consumers expect when using simple plastic packaging or metal packaging that has inherent design limitations. What if a package could rise above mere functionality to a level of sensory stimulation? It can, when you choose Gravi-Tech formulations from PolyOne.

Gravi-Tech is a high-density material that enables brand owners to tell their story through sensory experiences of weight, sight and sound. When a consumer rests a closure, compact, or container made from Gravi-Tech on a surface top, it projects a deep-pitched expression of luxury. With up to five times the weight of traditional plastics, Gravi-Tech material can convey the abstract concept of importance through the physical experience of weight. Because it can be injection molded, Gravi-Tech material also provides a greater degree of design freedom and artistry compared to metal packaging, while still providing the metallic finish valued by luxury consumers.

It’s time to give luxury consumers packaging that matches their refined senses. Distinguish your luxury brand with Gravi-Tech based packaging.