

JUST FOR ME CV No. 17



HP 1BA4437 **INSPIRING PEARL WHITE** 



HP 7BA5567 NICKEL METALLIC GLOSS

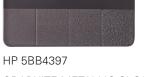


HP 5BB4417 HP 5BB4397 OCEAN BLUE METALLIC GLOSS GRAPHITE METALLIC GLOSS



HP 9BB1247

SIMPLE PEARL GREY



HP 5BB4407





SPIRITUAL LIGHT BLUE

HP 9BB1257

HP 4BA9707 CALM RED METALLIC GLOSS PUCE METALLIC GLOSS



HP 8BA4307

HP 6BB0627 FIR TREE METALLIC GLOSS



HP 9BA8837 GUNMETAL BLACK MET. GLOSS

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Time and space for peace and harmony is a growing need in an ever faster moving society. The aim is to enjoy the moment and to have control of yourself and your own environment. We recharge our batteries by spending time close to nature or powering out in our chosen sport. It is important to get away, take a deep breath and just have some time to yourself. The new feeling of simplicity in challenging times. "Just for me". These short time-outs of reflection are a valuable source of energy. It is up to each of us to choose whether to enjoy the beauty of nature, engage in sports, relax in a spa or simply enjoy the peace and tranquillity of our own four walls. An increasing awareness of health and wellness issues and being more active in sports is the new form of social identification. "Athleisure" is the lifestyle trend which comfortably combines athleticism and a casual look with a strong, sporty feeling. The trend towards jogging on the streets or in nature is stronger than ever before.

Colours: The colours of this theme show balance, distance and restraint, while at the same time displaying elegance and a subtle value. The use of special metal-effect pigments gives the colours of this collection a stylish appearance. Key words for trends and design aspects: make life simpler, spiritual life, see touch feel, simple life, awareness of health and fitness, calm, escape, personalised spaces, quality of life, self expression, sport and outdoor activities, sensitive surfaces, call of the mild, best of you, optimising your living space, personal emotions, recharge.

PRODUCT NUMBER	PRODUCT DESCRIPTION	DOSAGE + POLYMER	LIGHT	TEMP. C°
HP 1BA4437PERLMUTT	INSPIRING PEARL WHITE	E=5% in PP transparent	7-8	300
HP 8BA4297PERLMUTT	SKINNY PEARLY	E=5% in PP transparent	7-8	300
HP 9BB1247PERLMUTT	SIMPLE PEARL GREY	E=6% in PP transparent	7-8	300
HP 9BB1257PERLMUTT	SPIRITUAL LIGHT BLUE	E=4% in PP transparent	7-8	280
HP 7BA5567METALLIC	NICKEL METALLIC GLOSS	E=2% in PP transparent	7-8	300
HP 5BB4417METALLIC	OCEAN BLUE METALLIC GLOSS	E=6% in PP transparent	7-8	280
HP 5BB4397METALLIC	GRAPHITE METALLIC GLOSS	E=4% in PP transparent	7-8	280
HP 5BB4407METALLIC	PLUM METALLIC GLOSS	E=3% in PP transparent	7-8	280
HP 4BA9707METALLIC	CALM RED METALLIC GLOSS	E=5% in PP transparent	7-8	280
HP 8BA4307METALLIC	PUCE METALLIC GLOSS	E=4% in PP transparent	7-8	300
HP 6BB0627METALLIC	FIR TREE METALLIC GLOSS	E=3% in PP transparent	7-8	300
HP 9BA8837METALLIC	GUNMETAL BLACK MET. GLOSS	E=4% in PP transparent	7-8	280

#### Physiology

With the most of our listed preparations compliant products to frame regulation (EC) No 1935/2004 "On materials and articles intended to come into contact with food" can be produced.

The colourants we use fulfil preponderant the purity requirements of the resolution AP (89) 1 "On the use of colourants in plastic materials coming into contact with food" and the purity requirements of the actuall recommendation IX issued by BfR (German Federal Risk Assessment Institute) "Farbmittel zum Einfärben von Kunststoffen und anderen Polymeren für Bedarfsgegenstände". Colourants based on toxic heavy metals or diarylide are not used.

Polymers and additives are compliant to regulation (EU) No 10/2011 "On plastic materials and articles intended to come into contact with food".

For further information please refer to our product specific declaration of conformity we will provide on request.

#### Form of Supply

Masterbatch in pellet form, packed in UV stabilised 20/25 kg PE bags, on pallets. MAXITHEN® UV/AO masterbatch has been used for stabilising the packaging material, in order to protect packaging and its contents.

All information in this MAXITHEN<sup>®</sup> data sheet has been obtained from laboratory tests under ideal and closely controlled conditions. The information should act as a guide only and should not be construed as guaranteeing specific properties or suitability for a particular application. Therefore, trials by the customer using their polymer and their conditions are highly recommended.



MORE THAN EVER CV No. 17



HP 2BA4267 **GROOVY YELLOW** 



HP 4BA9767 HAPPY PINK



HP 3BA3767 YUMMY ORANGE



HP 4BA9837 SCREAMING RED



HP 6BB0667 CREATIVE GREEN



HP 5BB1817 LIGHT BLUE METALLIC GLOSS MORE GOLD



HP 7BA5577



HP 8BA4317 LIGHT BROWN METALLIC GLOSS



SB 7BA5617 MORE MATT GOLD



SB 8BA4327 MATT BROWN METALLIC



SB 7BA5587 FROSTED SILVER



HP 9BB1287 CRYSTAL BLACK

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MORE THAN EVER CV No. 17

A new form of hedonism describes the current lifestyle trend of modern society. Negative news in the press and other media that everyone is exposed to on a daily basis doesn't only lead to doom, gloom and negativity, but is actually triggering a countertrend: "More Than Ever". The escape from restrictive systems, the development of creativity and the freedom of self-development lead to an increased zest for life and people taking more enjoyment and pleasure from the finer things in life. Depending on individual preferences, sources of inspiration for this can be priceless works of art from the past or the latest urban street art. This trend towards individualisation is a hot topic for all industries and also represents a challenge for the marketing community to re-address consumers' needs and regain their attention. The issue here is the value of a brand and the loyalty of consumers to a particular brand.

Colours: The colours of the MORE THAN EVER series captivate with their optimistic, brilliant colour impressions, impressive contrasts and combinations of the two. Elegant shades of gold with matt surfaces enhance the value of each plastic object.

Key words for trends and design aspects: *emotions, no limits, positive thinking, provoke, rebellion, dynamic shapes, inspirations from art, street art, cross cultures, break the rhythm, shaping history, reviving culture, grumpy is groovy, ugly is beautiful, masquerade, emancipation of men, multiple identities, individualisation.* 

PRODUCT NUMBER	PRODUCT DESCRIPTION	DOSAGE + POLYMER	LIGHT	TEMP. C°
HP 2BA4267	GROOVY YELLOW	E=4% in PP transparent	6-7	290
HP 4BA9767	HAPPY PINK	E=2% in PP transparent	7-8	300
HP 3BA3767	YUMMY ORANGE	E=3% in PP transparent	5-6	300
HP 4BA9837	SCREAMING RED	E=3% in PP transparent	7-8	300
HP 6BB0667	CREATIVE GREEN	E=4% in PP transparent	6-7	290
HP 5BB1817	LIGHT BLUE METALLIC GLOSS	E=2% in PP transparent	7-8	300
HP 7BA5577	MORE GOLD	E=4% in PP transparent	6-7	290
HP 8BA4317	LIGHT BROWN METALLIC GLOSS	E=2% in PP transparent	7	290
SB 7BA5617	MORE MATT GOLD	E=5% in SB	6-7	290
SB 8BA4327	MATT BROWN METALLIC	E=5% in SB	7-8	300
SB 7BA5587	FROSTED SILVER	E=8% in SB	7-8	300
HP 9BB1287	CRYSTAL BLACK	E=2% in PP transparent	7-8	300

#### Physiology

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PERFECT IMPERFECTION CV No. 17



UNS 7BA5707MARBLE FIRE GOLD



UNS 7BA5697MARBLE COPPER GOLD SHIFT



UNS 9BB1317MARBLE BLACK WHITE CAMOUFLAGE





UNS 4BA9847MARBLE MAGMA RED



UNS 1BA4457MARBLE ONYX PEARL GOLD



UNS 7BA5667MARBLE GREEN RUST SILVER



UNS 4BA9787MARBLE RED ORANGE CAMOUFLAGE



UNS 7BA5627MARBLE ONYX BROWN GOLD



UNS 9BB0477MARBLE CONCRETE GREY





UNS 7BA5657MARBLE OXIDIZED COPPER GOLD

UNS 7BA5717MARBLE

RUSTED SILVER

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### PERFECT IMPERFECTION CV No. 17

Innovative product strategies are the basis for long-term market success. Consumers don't just expect an impeccable product, they also want to be addressed personally and experience the product and its packaging with all their senses. New technical ideas and solutions as well as the trend towards individualisation are taking on an increasingly important role in the world of plastics. New materials, surfaces and shapes impress the consumer and stand out at the "point of sale".

Our natural world offers an endless array of impressions and colour combinations. Stone effects, marble structures, knots in wood, colour sequences and objects produced by the forces of nature over the course of many years are a huge inspiration for product design and marketing. Special marble effects are created in unique illustrations and colour variations in the plastic. This follows the current trend towards individualisation, as each plastic product is made into a unique item.

Colours: Creativity knows no bounds. Contrasting colour combinations, flowing marble veins and stimulating surfaces give the object an appealing look and an attractive tactile experience. As is the case with naturally created structures, these structures can be only be created in plastic applications. Key words for trends and design aspects: *opulent inspirations, oxidised metals, rough surfaces, novelty nostalgia, used look, gold patina, value in time, rough tech, weathered materials and surfaces, rusted metals, primitivism, structured surfaces, natural inspirations.* 

PRODUCT NUMBER	PRODUCT DESCRIPTION	DOSAGE + POLYMER	LIGHT	TEMP. C°
UNS7BA5707MARBLE	FIRE GOLD	E=10% in PP Spezial	7-8	260
UNS7BA5697MARBLE	COPPER GOLD SHIFT	E=15% in PP Spezial	7-8	300
UNS4BA9847MARBLE	MAGMA RED	E=12,5% in PP Spezial	7-8	300
UNS4BA9787MARBLE	RED ORANGE CAMOUFLAGE	E=11,5% in PP Spezial	7	280
UNS9BB1317MARBLE	BLACK WHITE CAMOUFLAGE	E=11% in PP Spezial	7-8	300
UNS7BA5637MARBLE	SPACE SILVERBLACK	E=6% in PP Spezial	7-8	300
UNS1BA4457MARBLE	ONYX PEARL GOLD	E=5% in PP Spezial	6-7	290
UNS7BA5627MARBLE	ONYX BROWN GOLD	E=5,5% in PP Spezial	6-7	260
UNS7BA5657MARBLE	OXIDIZED COPPER GOLD	E=8% in PP Spezial	6-7	290
UNS7BA5717MARBLE	RUSTED SILVER	E=7% in PP Spezial	7-8	280
UNS7BA5667MARBLE	GREEN RUST SILVER	E=7% in PP Spezial	7-8	280
UNS9BB0477MARBLE	CONCRETE GREY	E=7% in PP Spezial	7-8	300

#### Physiology

With the most of our listed preparations compliant products (except UNS7BA5707MARBLE) to frame regulation (EC) No 1935/2004 "On materials and articles intended to come into contact with food" can be produced.

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