

General Product Information Business Machines



Exactly your chemistry.

Bringing a large range of color choices to this industry. Creativity and innovation are our strength to help you differentiate your product in this highly competitive market. We can bring efficacy and efficiency in the creative and logistics area through Natural +.

Highlights

- Global market leader in these applications.
- UL listing of all our products in PS, ABS, PC/ABS and other resins
- Superior speed in matching than the resin producers.
- Greater lead-time for production than the resin producers.
- Proven experience meeting color consistency requirements in developing color and in production
- Largest global player in this market

Natural +

Natural + coloring is the use of masterbatches with natural resins instead of using pre-colored resins. Many plastic processors already elect to color natural resin (PS, ABS, PC, PC/ABS, PUR, PA etc.) with masterbatches for their manufacturing operations rather than purchase precolored resin.

Many processors have the misconception that natural + coloring results in more responsibility, but we can show you that the benefits far outweigh that responsibility. The selling proposition for Clariant MB consists of the following key points:

- Coloring costs advantages
- Avoidance of obsolete colors
- Production flexibility with shorter lead-times for color delivery
- Minimal investment
- Ability of the molder to leverage natural resin purchases and obtain the lowest possible cost
- Less cleaning of drying and conveying equipment because color is added at the machine

UL Recognition

UL is a factor that may minimize our opportunity. We generally can color 94 HB and 94V0 applications. Most of our North American sites are UL approved for these resins for the aforementioned applications. Many of our key international sites in Asia, Europe and South America are also approved. Please ask us for details

Main Applications

- Printers
- Keyboards
- Personal Computers
- Cellular telephones
- PDA's
- Office Telephones
- Pagers

From Design to Part in a Matter of Days

Our ColorWorks centers in the USA, Germany, Singapore and Taiwan can help you develop the right color for your application. You can work with our colorists in the USA one week, and have your product made at your facility in Asia the next week. We will work with you to make this experience as smooth as possible.

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