



## » PRODUCT BULLETIN

# OnColor™ FX™ Special Effect Colorants

Special effects can help boost the visual appeal of plastic products and parts in many applications. The OnColor™ FX™ Special Effect Colorants portfolio includes a myriad of effects including metallics (e.g., silver, copper), natural look (e.g., wood grain, granite, speckles), gloss and brilliance (e.g., pearlescence, iridescence, frost), high-visibility (e.g., fluorescence, sparkles) and color-changing (e.g., photochromic, thermochromic). In addition, OnColor special effects are incorporated into the plastic during part manufacturing, removing the need for secondary processes like painting, eliminating the associated VOC emissions and preventing peel-off issues. Our material and process experts provide guidance and technical support to fulfill both the targeted aesthetics and application requirements.

## APPLICATIONS

- Consumer products such as sporting goods, toys, boxes, pet accessories
- Packaging bottles, containers and closures
- Appliances, electronics and electrical housings
- Automotive interior and exterior trim components

## BENEFITS

- Includes a wide range of special effects for increased visual impact and differentiation
- Eliminates the need for secondary processing like painting or decorating
- Can be combined with performance additives into Smartbatch™ solutions for convenience



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