



ColorWorks™
Design & Technology Centers

INSPIRED SOLUTIONS FOR PLASTICS

ColorWorks™ Design & Technology Centers are a connective network of inspiring meeting spaces that enable the collaborative design of high-impact color and effect concepts. The ColorWorks teams provide technical expertise and solutions to aesthetic challenges using multi-disciplinary expertise in Color, Material, and Finish (CMF).

Involving ColorWorks at the earliest stage of product development can simplify the development process, shorten time-to-market, control costs and feasibility, and manage global color consistency. Brand owners, marketers, and product designers can depend on the team's collaborative design approach, a cornerstone of the services offered, to efficiently create impactful CMF concepts ready for commercialization.





Color Collaborative Design

The ColorWorks collaborative design process is a creative journey that can turn a vision into reality. It starts with an initial dialog to understand the customer's product needs, brand goals, and market requirements. The ColorWorks team then assesses the expectations and guides the vision to align with project goals and specifics.

Once the framework is established, the development process kicks into high gear, utilizing a comprehensive toolbox of cutting-edge technologies:

- Mood boards for conceptualization
- Extensive color libraries, both physical and digital
- Rapid prototyping and sampling
- Photorealistic 3D rendering
- Accurate cost and feasibility assessment tools

This iterative process allows for quick turnarounds and efficient approvals, ensuring that the final product meets all expectations.

Upon approval of the final CMF concept, the product code is issued, and a production location for the masterbatch is determined. This collaborative design approach has been shown to reduce development times by 50% or more and generate substantial total cost savings.

By collaborating with ColorWorks, brand owners, marketers, and product designers gain access to a robust ecosystem of creativity and technical expertise. The result? Impactful, market-ready CMF concepts that captivate consumers and drive business success.



Additional Services

- Color consultation to select or develop quick color and effect concepts
- Polymer technology consultation to find solutions for technical and material challenges
- Prototyping and sampling to best visualize color and effect considering polymer type, shape, and texture
- Brand color management to ensure global color consistency
- Color education and training to impart plastic coloration knowledge to non-experts
- ColorForward™ color trend forecasting tool to provide insights into the CMF concepts expected to trend in the coming years



Capabilities

Multi-disciplinary Expertise

Experts in CMF, industrial and conceptual design, color trends, polymer and color technology, formulation

Extensive Toolbox

Extensive color libraries and trend books, mood board creation, physical/virtual prototyping, cost evaluation, technical feasibility evaluation, sampling

Valuable Networking

Internal networking with Avient departments such as Avient Design, marketing, product safety, color matching labs, technology, sustainability group and external networking with designers, color associations, consultants, raw material providers

Strategic Locations

Locations in Asia, EMEA, Latin America and the U.S.





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