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Plastics will stay green. Quite literally. The Special in this issue (from page 7) deals with color and design of plastics. We talked to pigment manufacturers and others about the color trends they are expecting in the coming year. And we can already reveal the following: in 2021, too, we can look forward to many products in a rich green.

This is mainly due to the continued high status that many consumers attach to environmental protection. Of course, companies producing sustainable products want to tell their customers about it. And what could convey this message better than green? Ultimately, it is no longer enough just to design an article offering the customer added value. The product also has

Color as a Messenger of Sustainability

to reflect the consumer's attitudes and ideals. And the choice of the right color often plays the crucial role in this.

But apart from giving an optical indication of "green" products, pigments also contribute to the more sustainable use of plastics. Suitable pigments prevent degradation of polymers by increasing their light protection. Light and weather-resistant pigments offer high color stability and thereby retain the perfect appearance of products. This increases their longevity.

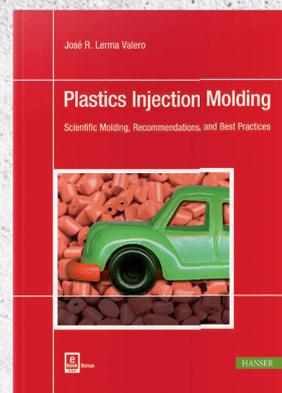
Pigments thus offer processors additional opportunities to use plastics in a more environmentally friendly way. We can hope that industry will actually make use of these and other capabilities in the interests of greater sustainability. Then, the plastics industry will be able to give consumers an optical signal of progress in environmental protection. After all, it is not just a matter of concrete technical improvements but also their presentation. And the color green is certainly not the worst messenger for this.

Florian Streifinger

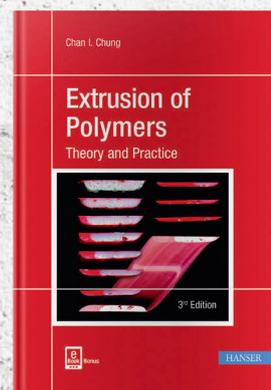
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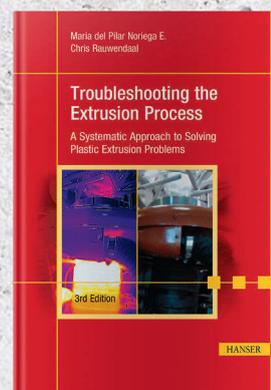
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