



## GEON® Rigid Vinyl

### For Metallic Colors

**As the trend toward metallic colors continues to dominate the appliance market, manufacturers are challenged to offer clean, new designs with bold metallic colors without sacrificing cost efficiency, regulatory compliance and environmental friendliness.**

So what choices do manufacturers have? While the metallic look can be achieved a number of ways, each method can have its own unique drawbacks:

- Metal substrates can be painted or plated to achieve the desired look, but secondary operations are costly and the inherent design constraints of metal often rule out its use in complex shapes and assemblies
- Plating, painting or film laminates over plastic substrates can also achieve the desired look, but as with metal substrates, secondary operations can be costly and often involve environmental challenges such as volatile organic compound (VOC) or waste chemical abatement
- Pre-colored metallic polymers (e.g., vinyl) can be aesthetically appealing but require proper material selection and mold design to avoid unsightly weld lines where the material flow fronts collide in the mold



## HELPING YOU FIND THE RIGHT BALANCE

GEON Rigid vinyl can help you achieve a beautiful metallic appearance without the limitations, costs and environmental challenges seen with other methods. Our experienced technical team can provide tooling design assistance and mold flow analysis to help you avoid unsightly weld lines, for a flawless finish.

## WHY GEON RIGID PVC FOR METALLIC COLORS?

- Uniform metallic color effects in high gloss or matte appearance
- Reduced VOCs from solvents used in painting
- Flame resistance without additives
- Durability, weatherability and impact resistance
- Cost savings by eliminating secondary operations such as painting
- Versatility in a variety of processes including injection molding, film extrusion, and profile extrusion
- Experienced technical support in tool design, process engineering and performance analysis from start to finish

WHY



**Not sure about molding vinyl? Contact us for more resources and support including:**

- **Equipment feasibility audits**
- **Seminars on part design, equipment design, and processing**
- **Molding and processing guides**

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