

# NEWS RELEASE

FOR IMMEDIATE RELEASE

## Color Creation in Minutes Made Possible With ColorMatrix™ Select from PolyOne

CLEVELAND – March 17, 2015 – PolyOne ColorMatrix will unveil ColorMatrix™ *Select*, a cloud-based liquid color creation and supply service, at NPE 2015 next week (Room S230 BC). The new service combines advanced liquid colorants, Web-accessed software, and automated dispensing technology to offer a complete package that enables brand managers, converters and designers to take greater control of their color development and supply chain.

“From creation to product delivery, this service speeds up every step of the color journey,” explains Gary Fielding, marketing director, PolyOne ColorMatrix. “We have customers who are taking this color development technology in-house to develop colors in minutes, allowing them to react quickly to market demands, achieve multi-regional consistency, and gain a competitive edge. These formulations can also be re-created in any quantity at any time at ColorMatrix *Select* facilities around the world.”

The ColorMatrix *Select* service features:

- **Rapid Color Design and Choice:** Colors can be easily created using existing standards, spectrophotometer or colorimeter inputs or the software’s built-in color design tools. Customers have immediate access to a wide range of formulations with the latest pricing, performance and regulatory information all visible at the beginning of the product development process.
- **Global Availability:** Secure cloud-based software houses all customer-approved formulations. These formulations can be produced locally for customers to shorten lead times and achieve complete color consistency and brand integrity.
- **Inventory and Purchasing Flexibility:** Customers can order what they want, when they need it with no minimum order quantity, resulting in lower waste and reductions in excess inventory for smaller production runs.

A number of service models are available to suit specific needs. These range from creating colors remotely through one of the global ColorMatrix *Select* facilities to installing this color development technology in-house for full control and maximum color development speed.

### **About PolyOne**

PolyOne Corporation, with 2014 revenues of \$3.8 billion, is a premier provider of specialized polymer materials, services and solutions. The company is dedicated to serving customers in diverse industries around the globe, by creating value through collaboration, innovation and an unwavering commitment to excellence. Guided by its Core Values, Sustainability Promise and No Surprises Pledge<sup>SM</sup>, PolyOne is committed to its customers, employees, communities and shareholders through ethical, sustainable and fiscally responsible principles. For more information, visit [www.polyone.com](http://www.polyone.com).

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EDITORS: For a high-resolution image, please click here: [ColorMatrix™ Select color development cell](#)

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