

NEWS RELEASE

FOR IMMEDIATE RELEASE

Keep Deep Colors Vivid in Outdoor Environments with Geon[™] Bold Vinyl Solutions

CLEVELAND – March 17, 2015 – Builders and homeowners know that faded colors on fencing, decks and windows can spoil curb appeal and decrease property values. PolyOne has developed new Geon[™] Bold vinyl materials with dark, rich colors that stand up to the elements, especially heat build up, without losing their intensity or performance.

“Consumers, designers and architects are increasingly designing stylish outdoor living spaces and home exteriors that demand durability and require low maintenance,” said James Stephenson, director, global marketing, Geon Performance Materials. “In response, manufacturers want to expand their color palettes while maintaining high weathering performance. We’ve developed Geon Bold vinyl solutions to address a recognized industry issue and help these manufacturers grow their market share and enhance brand image by delivering preferred color choices and the enduring performance their consumers want.”

Outdoor living spaces are especially popular, and consumer tastes lean toward dark, rustic colors. Those who also want a low-maintenance space often select vinyl or wood-plastic composites. However, standard exterior vinyl grades in dark colors suffer significant fading, solar heat build-up and loss of mechanical properties.

Geon Bold formulations feature improved color retention in darker colors and a wider palette of low heat build-up colors compared to standard exterior vinyl grades. These new materials are available in a range of gloss levels and use temperatures, and can be used to produce capstock for vinyl, cellular vinyl, or wood-plastic composite profiles, or solid profiles and sheet if needed. Capstock made from Geon Bold material is a cost effective alternative to painting, capping or laminating with materials such as fluoropolymers.

When selecting a solution for a dark colored application, key factors building product manufacturers must consider include part orientation, solar heat build-up, profile configuration and extrusion conditions. PolyOne’s extensive experience in exterior applications combined with Geon Bold weathering data from multiple

geographic regions provides customers with the necessary support and confidence during the selection process.

Applications that are commercial or in development include capstock and cladding for window and door lineals, decking, railings, fencing, roofing and siding.

At NPE 2015 next week, samples of building products made with Geon Bold will be on display at PolyOne's Customer Innovation Center (Room S230 BC). In addition, PolyOne will also be presenting "Important Considerations for Weatherable Building Products in Dark Colors" at PROFILES 2015, on June 9-10, 2015.

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 PledgeSM, PolyOne is committed to its customers, employees, communities and shareholders through ethical, sustainable and fiscally responsible principles. For more information, visit www.polyone.com.

###



©iStockphoto.com/PolyOne

Caption: Decking and railings from Geon™ Bold vinyl capstock display rich, dark color that stands up to the elements.

EDITORS: For a high-resolution image, please click here: [Geon™ Bold](#)

To access PolyOne's news library online, please go to www.polyone.com/news

Media contact

Michelle Maniscalco
Marketing Communications Manager, North America
PolyOne Corporation
+1 440-930-1988
michelle.maniscalco@polyone.com