

RETEC 2025

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Title:

The Balance of Color and Polymer Selection for Coloration of Plastics

Abstract:

The coloration of plastics is not only for decorative or visual purposes, it is also used for imparting safety or warnings, product branding and identification, and even to channel the use and disposal path towards a desired outcome. Understanding of all parts of the plastic coloration process – color design, additive formulation, colorant selection, polymer processing, end use application, and others is key to a successful product development. In this discussion, we will look at both sides of the equation ➔ polymer + colorant = end product. By understanding the technical attributes of both the polymer and the colorants, the formulator can be successful.