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PLASTIKA KRITIS S.A.
GLOBAL COLORS TRENDS,
Fall / Winter 2018-19

Ultra Violet – The Royalty Color

Pantone 18-3838 Ultra Violet was announced by Pantone to be the Color of the year 2018.

Violet is not that common in nature and that is its beauty. Some flowers as Lavender and Lilac, and some fishes and birds as Orchid Dotty Back and Violet-crowned Woodnymph respectively are violet. Violet is also the mineral called Amethyst.

In general, violet is the color that represents royalty, wealth and it is the color that gives a sense of luxury and nobility more than any other. It is also associated with creativity, inspiration, spirituality. It is known that artists, writers and poets were inspired by violet.

Some cultures use violet for different purposes and in different occasions. More specifically:

England: The violet color symbolizes royalty in most of the Western cultures such as England and France. The Royal people are always imagined and portrayed wearing violet robes.

Japan: In Japan only the highest ranked Buddhist monks wore violet robes.

Brazil and Thailand: The violet color symbolizes mourning in these two countries. In Brazilian culture, wearing violet clothes is considered inappropriate, if not attending a funeral.

USA: In USA, the violet color stands for honor and military valor, a reason why the soldiers are awarded with violet badges.

“The Pantone Color of the Year has come to mean so much more than ‘what’s trending’ in the world of design; it’s truly a reflection of what’s needed in our world today.” – Laurie Pressman, Vice President of the Pantone Color Institute.

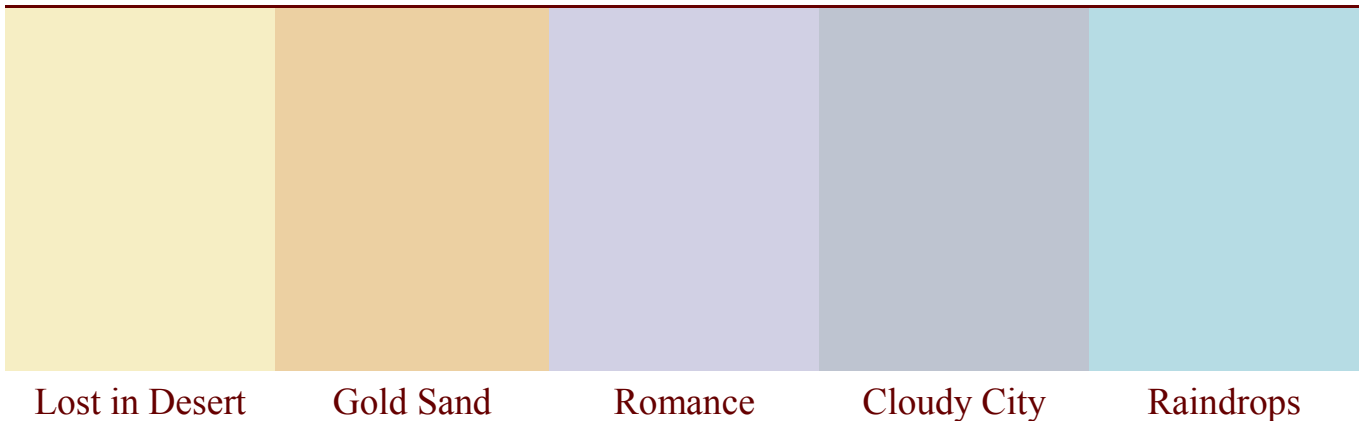


The Global Colors Trends palettes are consisting of:

- *Pastel Wanderlust*
- *Creating Color Illusions*
- *Minoan Legacy*
- *The Elixir of Youth*
- *Vintage Stories*

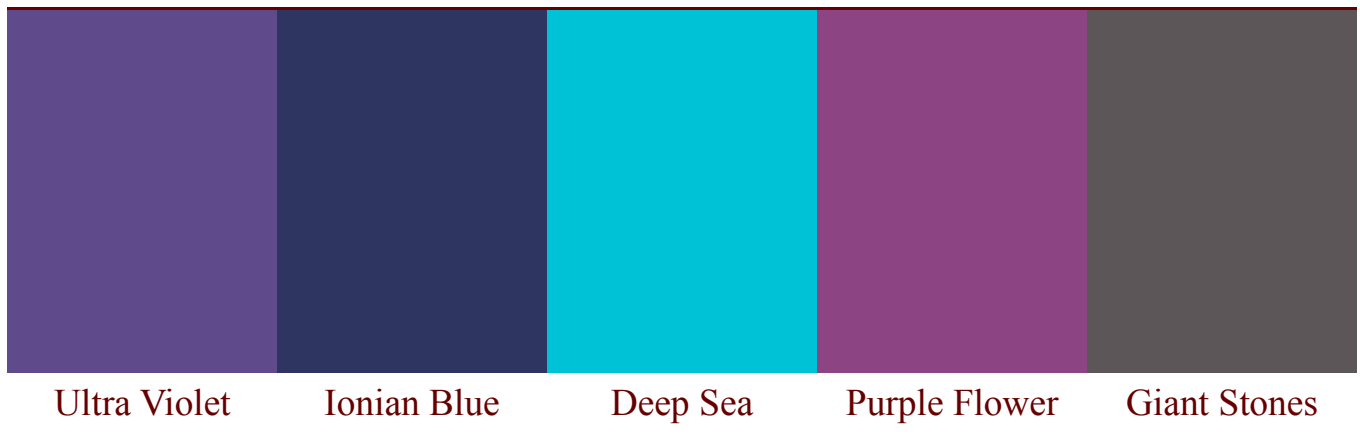
Pastel Wanderlust

Seriousness and harmony contribute to make this palette. The Pastel Wanderlust is the best choice in order to succeed something simple but really special.



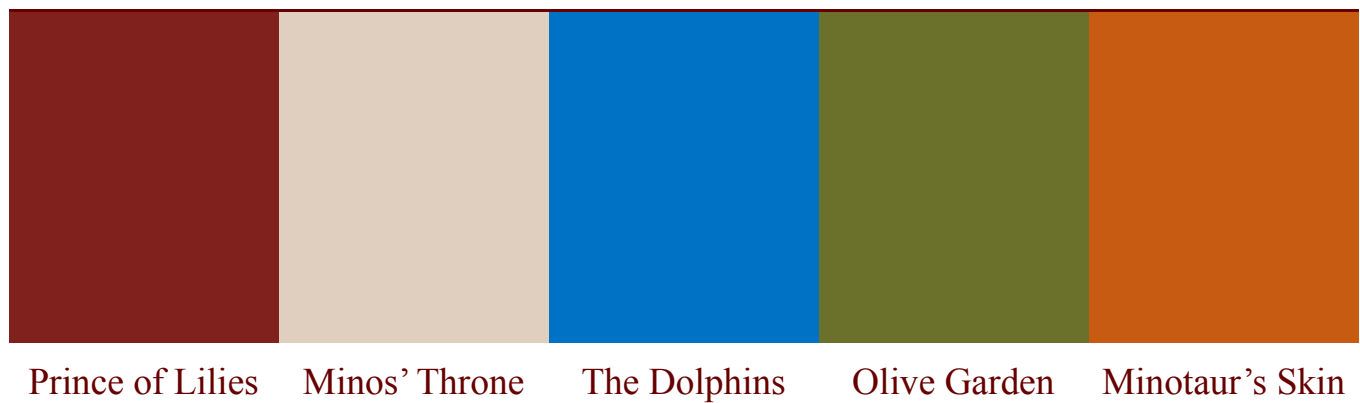
Creating Color Illusions

Every color of this palette gives the impression that a mystery is hidden. Ultra Violet, Ionian Blue and Purple Flower express royalty and wealth, while Deep Sea creates a sense of calmness.



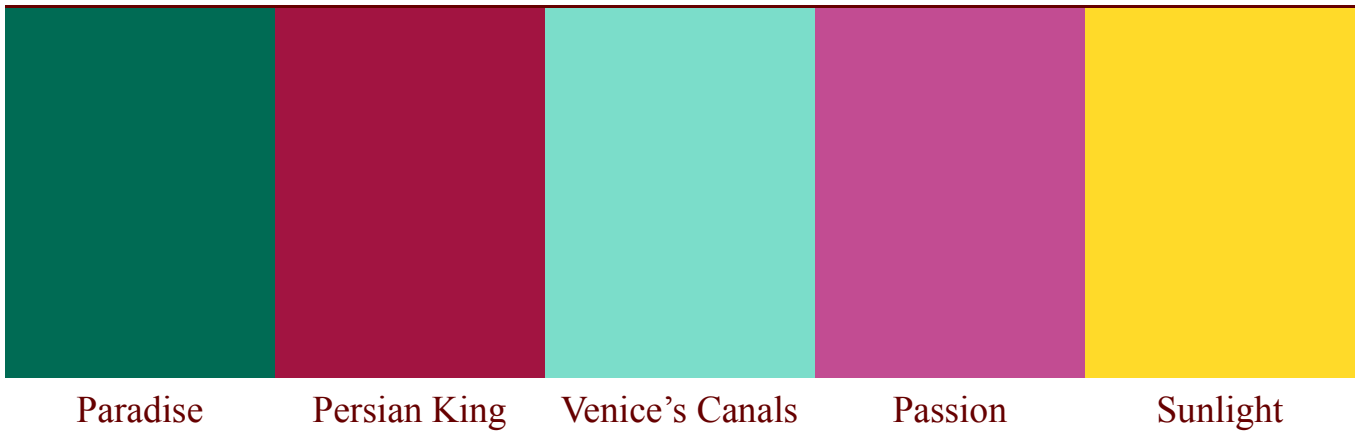
Minoan Legacy

Minoan Legacy is a wandering through the Crete's famous mythology. Characteristic figures are the King Minos and Minotaur who lived in Knossos Palace.



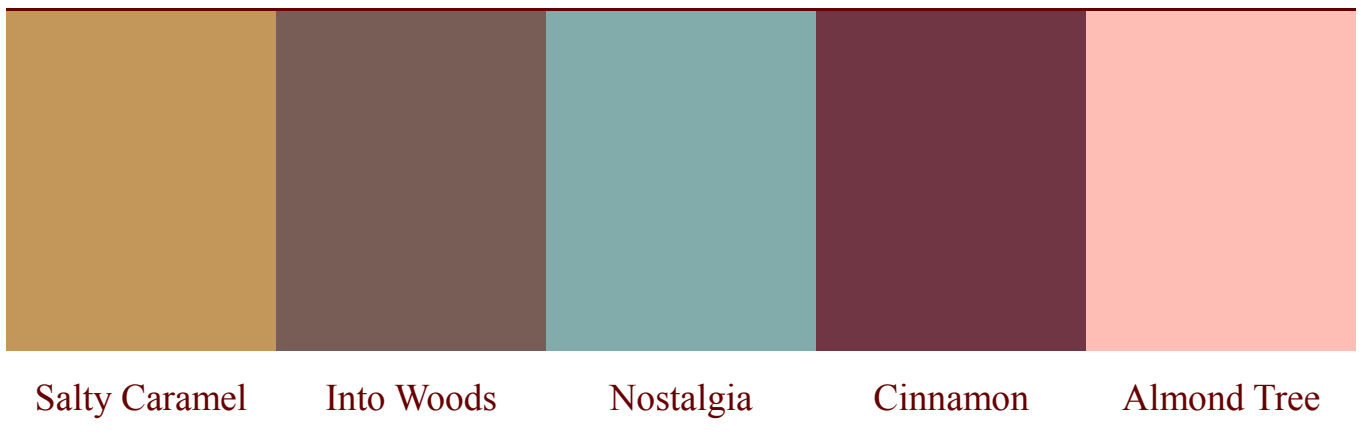
The Elixir of Youth

All the colors of this palette remind of our youth. These colors are intertwined with happiness and euphoria.



Vintage Stories

Colors of Vintage Stories are strongly related with the old, but chic and glamorous style. Use these colors in order to make the difference.



Plastika Kritis S.A. offers these Colors Trends or any of their variations as masterbatches, suitable for a variety of end applications (film, injection molding, blow molding, thermoforming, synthetic fibers, etc). The **Plastika Kritis S.A.** colorists can develop these shades in different polymeric carriers, depending on the end product requirements.





PLASTIKA KRITIS was founded in 1970. It is one of the leading Greek plastics manufacturers and among the largest masterbatch producers in Europe. The company has been listed in the Athens Stock Exchange since 1999.

Production of masterbatches has started in 1980. Commitment to quality, technological innovation, cost competitiveness, flexibility and responsiveness to customers' requirements, have enabled PLASTIKA KRITIS to become an outstanding masterbatch supplier, with over 60% of its production exported to 60 countries around the world. The company's manufacturing facility in Iraklion-Crete is among the most modern in its fields of activity. A second facility near Athens is dedicated to production of filler masterbatches and garden furniture compounds.

As part of its strategy of sustainable international presence and in order to provide fast and localized service to developing regions, PLASTIKA KRITIS invests in modern masterbatch production facilities in selected countries, the first of which were Romania (1997), Poland (2001), Turkey (2001) and Russia (2006). All plants share the technology, know-how, quality standards, economies of scale, range of products and new developments of the group which operates under the name "GLOBAL COLORS".

Apart from masterbatches, PLASTIKA KRITIS also produces agricultural films, polyethylene pipes, geomembranes and recycled plastics. The company also owns and operates a Wind Park and Photovoltaic Stations in Greece for the production of electricity. Apart from their ecological importance and contribution to local economy, these projects ensure, in the long-term, the most competitive cost of energy for the company's manufacturing activities.



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