

ISSUE 3  
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**PLASTIKA KRITIS S.A.**  
**GLOBAL COLORS TRENDS,**  
**Fall / Winter 2016-17**

# The cultural meaning of colors: Yellow

Several studies conclude that even the climate in which we live influences our color preferences, according to psychologist E.R. Jaensch. Jaensch's research indicates those who live in climates with a lot of sunlight prefer warm bright colors; while those from climates with less sunlight prefer cooler, less saturated colors.

But the environment and the climate also dictate the way colours are classified, according to the relevance they have in the everyday life. For example, Eskimos use seventeen words for white as applied to different snow conditions.

In this Global Colors Trends issue, the meaning of yellow color in different countries will be examined. To be more specific, yellow is interpreted as:

India:

- Sacred and auspicious
- The Symbol of a Merchant

Thailand:

- Considered auspicious as the bright yellow flower "cassia fistula" is a national symbol.
- Represents Buddhism.
- Yellow is considered the royal color, the color of Monday which is the King's birthday

Egypt and Burma:

- Color of mourning

Israel:

- Used to label Jews in the Middle Ages

Middle East:

- Happiness
- Prosperity

Japan:

- Courage
- Beauty and refinement
- Aristocracy
- Cheerfulness

Europe:

- Happiness, joy
- Cowardice, weakness
- Hazard warning

Western:

- Happiness, joy
- Hope
- Cowardice
- Caution, warning of hazards and hazardous substances

Eastern:

- Sacred
- Imperial

China:

- Sacred
- Imperial, loyalty
- Honor
- Masculine color



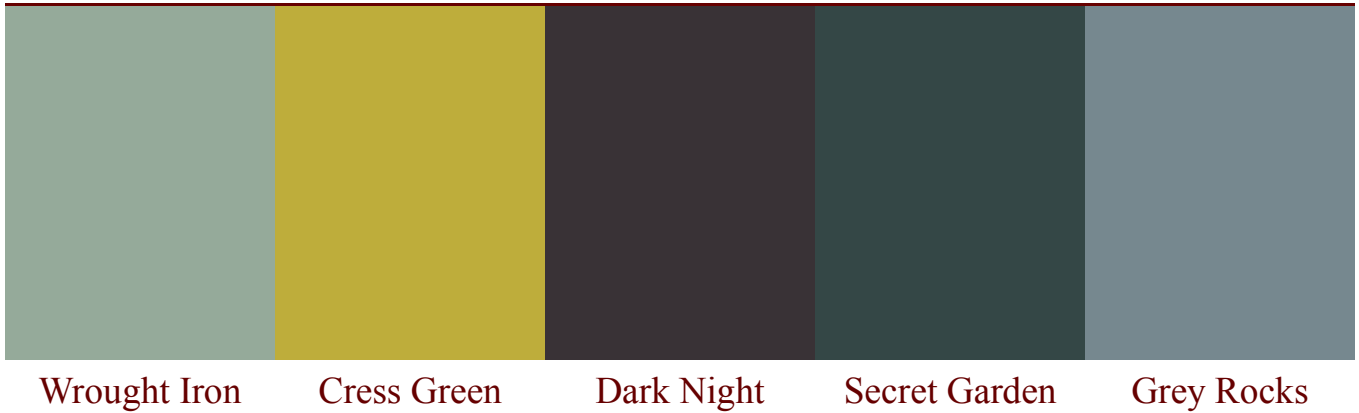
**The Global Colors Trends palettes are consisting of:**

- *The Nature's Fingertip*
- *Simplicity is Better*
- *Let's Party*
- *The Frozen*
- *Luxury and Wealth*

## The Nature's Fingertip

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It represents the nature's impact. Colors that are perfectly combined with any winter landscape, classical and timeless shades are the components of this palette.



## Simplicity is Better

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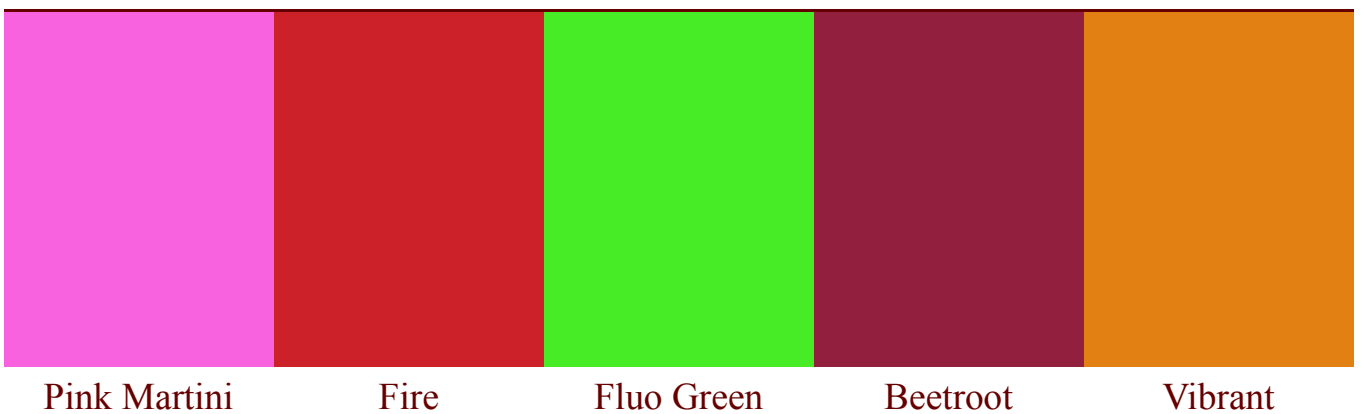
Purity, silence and minimalism are the major ingredients of this palette. The absence of complexity creates a modern freshness expressed by this proposal.



## Let's Party

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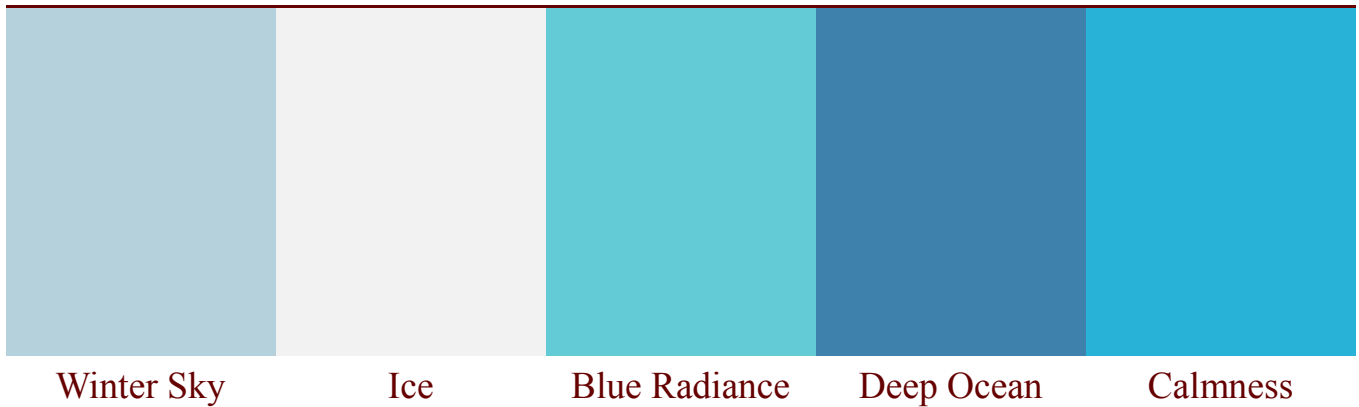
An energetic set of lively colors creates a feel-good ambience. Traditional shades are taken to the next level, creating a pleasant and optimistic mood.



## The Frozen

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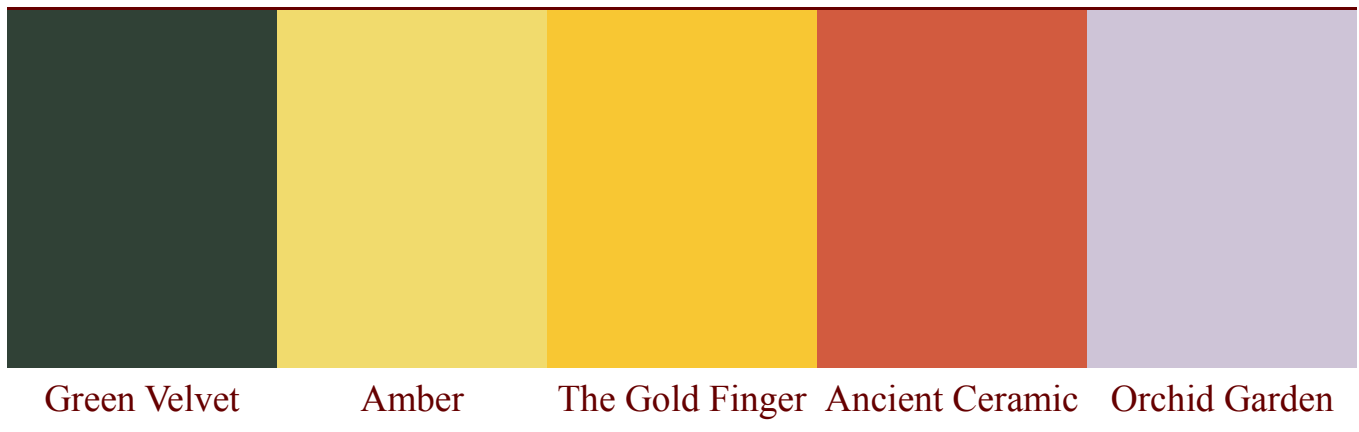
Icy yet cozy, these colors are inspired by the cold winter ambiance. They create a frosted and matte perception. The illusion of the Arctic Ocean prevails in this palette.



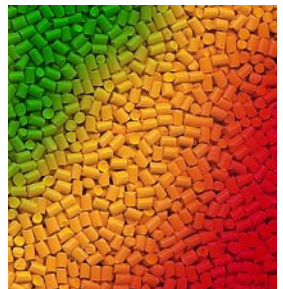
## Luxury and Wealth

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Natural and synthetic shades embrace the feel of gold, amber, green velvet and orchids. Warm reflections and an elegant ambience create this luxurious color palette.



**Plastika Kritis S.A.** offers these Colors Inspirations 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.**

