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PLASTIKA KRITIS S.A.
GLOBAL COLORS TRENDS,
Fall / Winter 2017-18

The cultural meaning of colors: Blue

Have you ever had the blues, or felt green with envy or been so angry you look red? Or maybe you've been tickled pink by a golden opportunity that came out of the blue? Color plays such an integral role in our lives that it even shapes the way we describe our moods.

The way different cultures see and describe the meaning of color varies dramatically around the world. For instance, the Bassa people in Liberia only have two words for classifying colors (*ziza* for red/orange/yellow and *hui* for green/blue/purple), while the Inuit reportedly have 17 different words for white alone, which are modified by different snow conditions.

Blue is considered the safest color choice around the world, since it has many positive associations.

In North America and Europe blue represents trust, security, and authority and is considered to be soothing and peaceful. But it can also represent depression, loneliness, and sadness (hence having “the blues”). In some countries, blue

symbolizes healing and evil repellence. Blue eye-shaped amulets, believed to protect against the evil eye, are common sights in Turkey, Greece, Iran, Afghanistan, and Albania. In Eastern cultures, blue symbolizes immortality, while in Ukraine it denotes good health. In Hinduism blue is strongly associated with Krishna, who embodies love and divine joy.

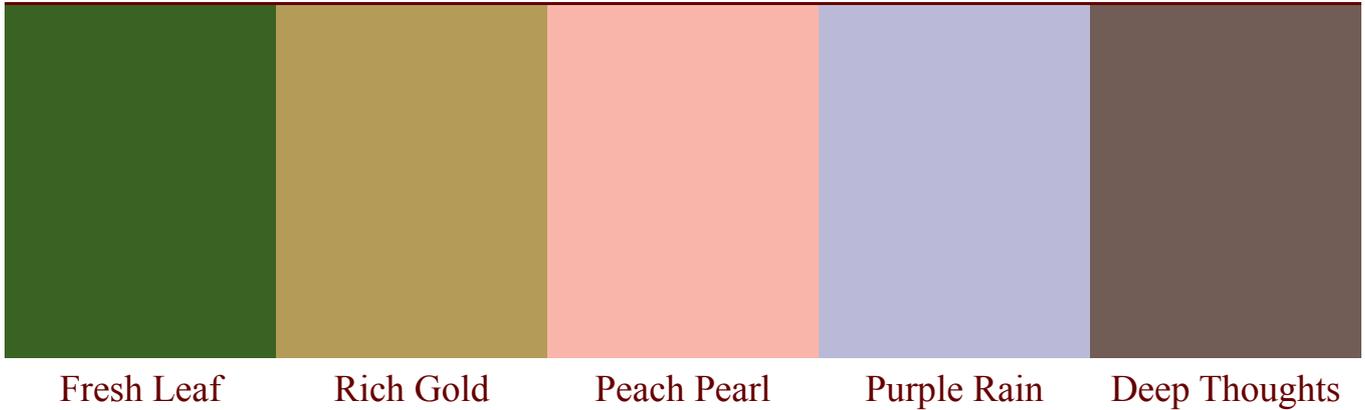


The Global Colors Trends palettes are consisting of:

- *The Dreamland*
- *The Reality of Things*
- *Bigger than Life*
- *The Feeling of Success*
- *The Dark Variations*

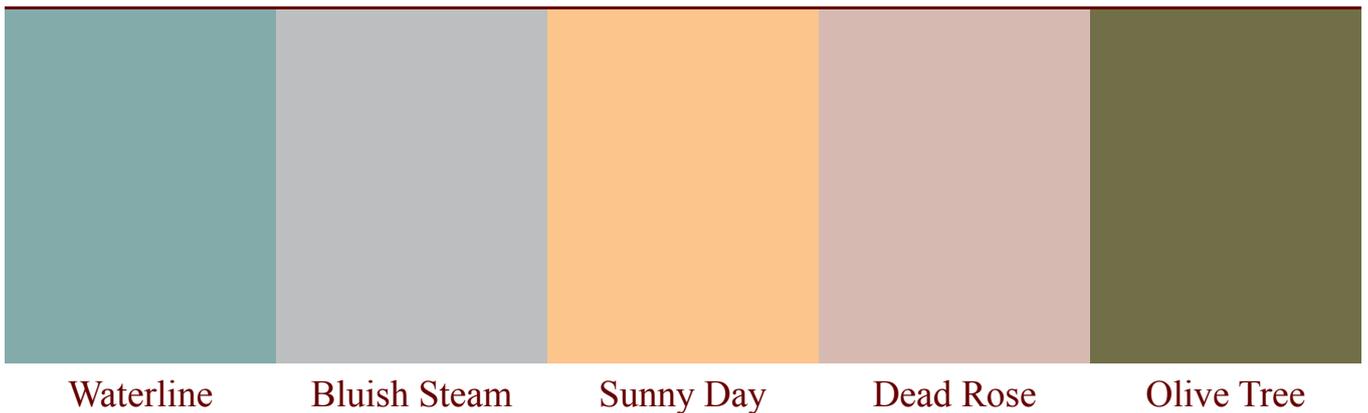
The Dreamland

It is a voyage through emotions, illusions and unrealistic pictures. Soft shades create a feeling of emotional stability and calmness.



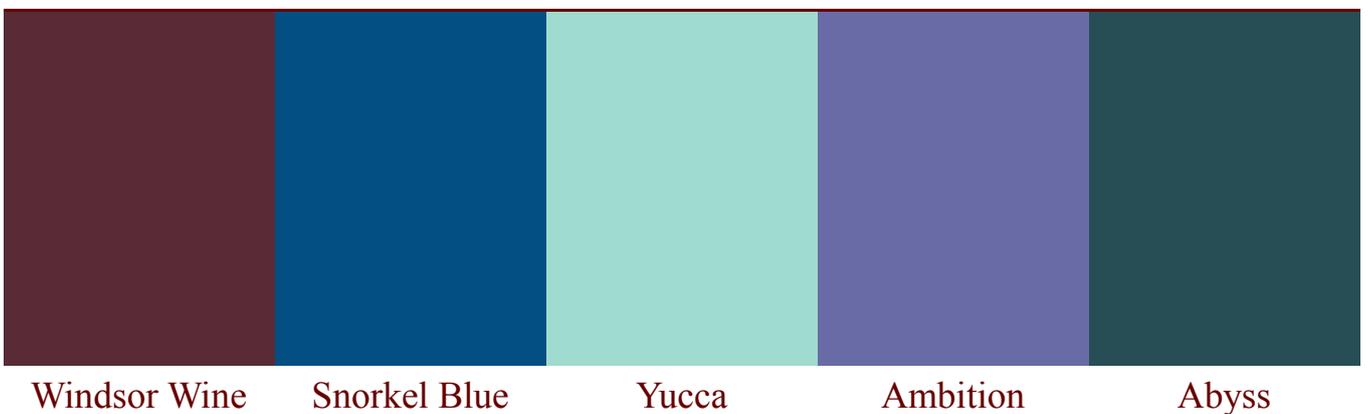
The Reality of Things

These earthy shades consist a color palette that expresses variety, naturalism and purity.



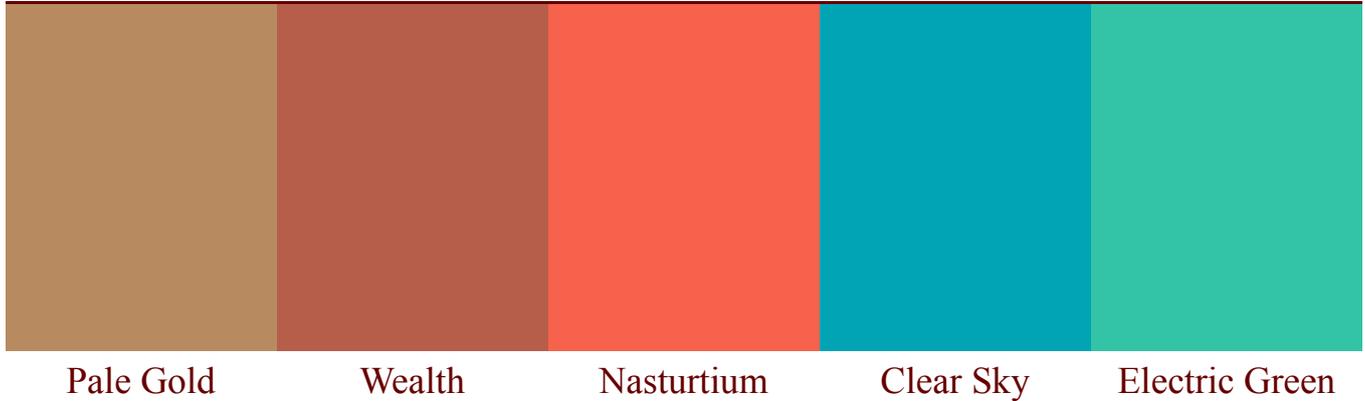
Bigger than Life

Be part of something bigger than reality. Use vibrant colors to create a unique perception of things.



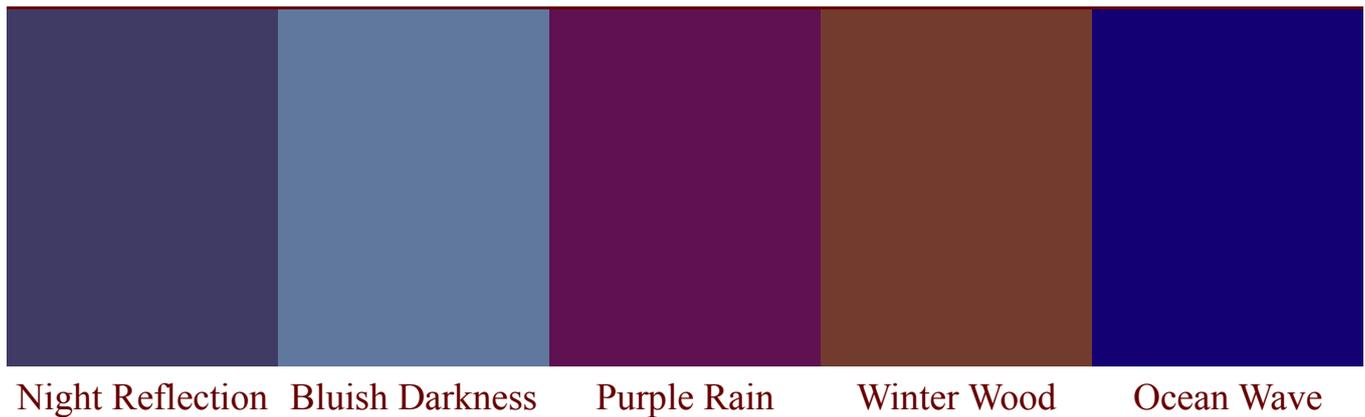
The Feeling of Success

Brilliant and lively colors create a sense of optimism, duration and trust. This color palette is expressing power, balance and consistency.

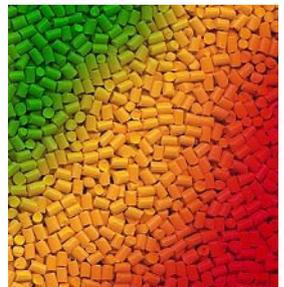


The Dark Variations

This color palette captures the spirit of winter. Saturated and opaque shades characterize the enduring power of nature.



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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