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PLASTIKA KRITIS S.A.
GLOBAL COLORS TRENDS,
Spring / Summer 2016

The cultural meaning of colors

A single color can have different meanings in different countries. According to Benjamin Whorf's Linguistic Relativity Hypothesis a person's language determines and limits what the person experiences. Not all concepts can be expressed in some languages.

This language barrier can affect one's perception of color. For example, the Shona language in Zimbabwe and the Boas language in Liberia have no words which distinguish red from orange.

Therefore, people fail to perceive different colors because of language limitations. When color terminology in different cultures is compared, certain patterns are observed consistently. All languages have designations for black and white. If a third hue is distinguished, it is red.

Let's see how **red** is interpreted all over the world:

China

- the color of good luck and celebration
- vitality, happiness and long life
- used as a wedding color
- used in ceremonies from funerals to weddings and festive occasions
- traditionally worn on Chinese New Year to bring luck and prosperity

India

- color of purity, fertility, love and beauty
- wealth, opulence and power
- used in wedding ceremonies
- a sign of a married woman
- also color of fear and fire

Thailand

- color for Sunday

Japan

- life
- anger and danger

Cherokees

- success and triumph

South Africa

- color of mourning

Nigeria

- usually reserved for ceremonies
- worn by chiefs

Russia

- means beautiful in Russian language
- often used in marriage ceremonies

Australian Aborigines:

- represents the land and earth
- ceremonial color

Hebrew

- sacrifice and sin

Christian

- sacrifice, passion and love

Western

- energy, excitement and action
- danger, anger, love and passion
- a warning to stop
- Christmas combined with green
- Valentine's Day

Eastern

- prosperity
- good fortune
- worn by brides
- symbol of joy when combined with white

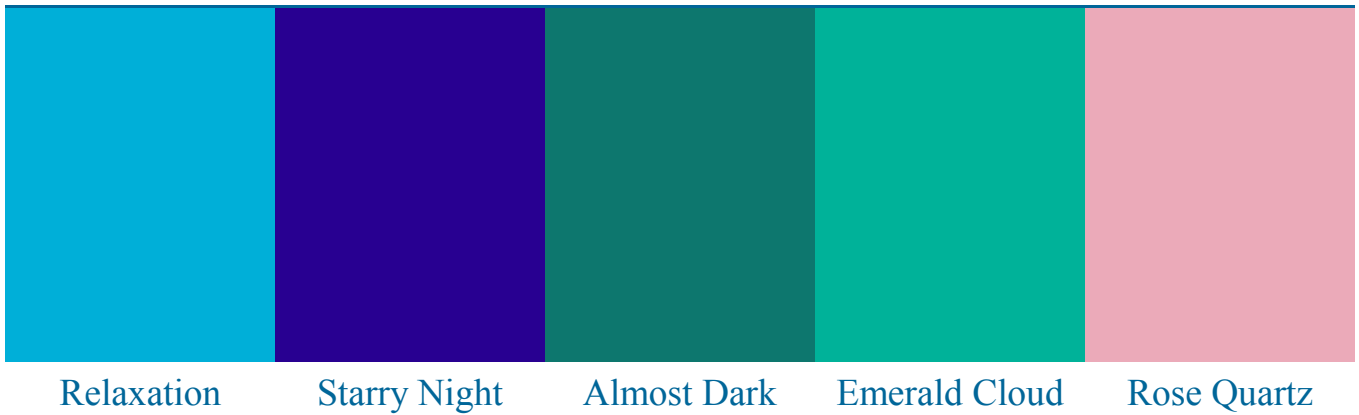


The Global Colors Trends palettes are consisting of:

- *The Dream Skies*
- *Down to Earth*
- *The Flower Field*
- *The Urban Variations*
- *A Mix of Inspirations*

The Dream Skies

Imaginary views of summer skies are expressed in this palette. Visions of almost unreal skies are embraced.



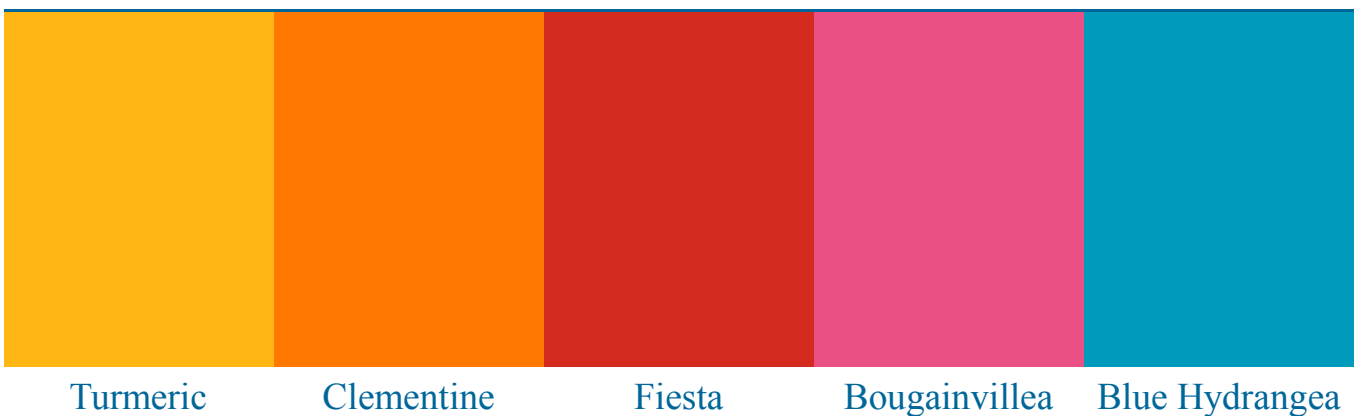
Down to Earth

Warm, soft and woody images are implied. The Down to Earth palette expresses notions of well-being and naturalness.



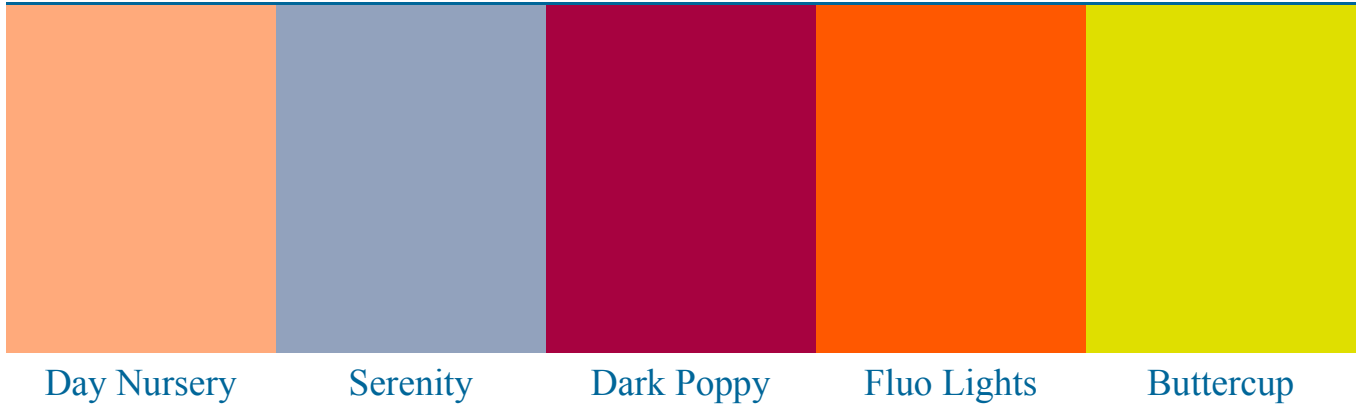
The Flower Field

Fragrances and bright perceptions are evoked. The Flower Field creates joyful and optimistic moods.



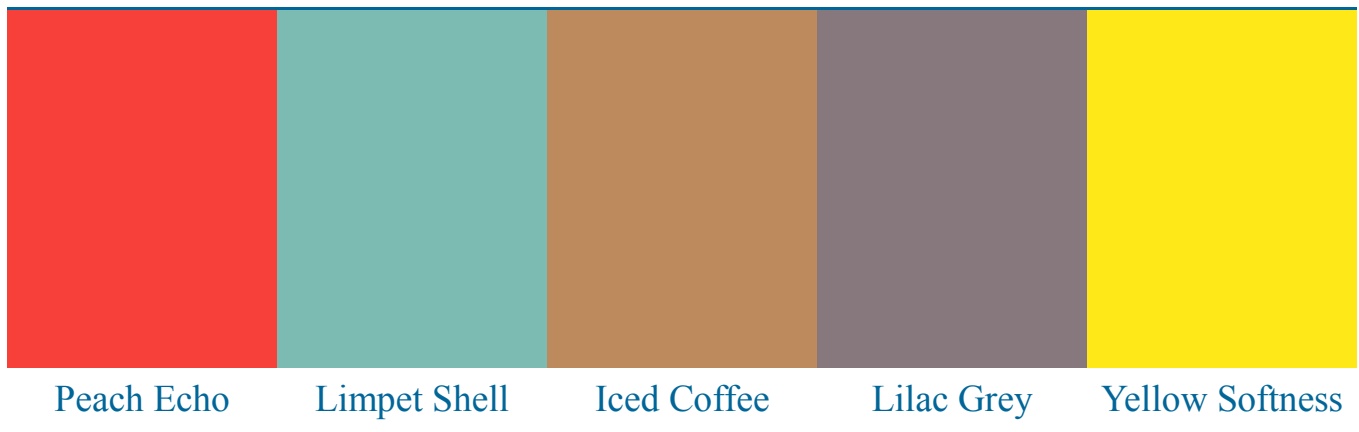
The Urban Variations

Naturally connected sense of space, sunshine and lighthearted attitudes are embraced by the Urban Variations. The sense of modern touch is prevailing.

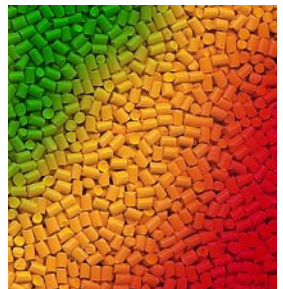


A Mix of Inspiration

Playful and earthy shades are mixed with a sense of softness and relaxation.



Plastika Kritis S.A. offers these Global 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.





P.O.B. 1093, GR 711 10 Iraklion-Crete, Greece, Tel. +302810 308500
e-mail: rnd@plastikakritis.com, web site: www.plastikakritis.com

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".

**Visit our web sites: www.plastikakritis.com
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global colors
masterbatches

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30 years of experience
7 plants in strategic locations
Complete product range
Tailor-made solutions

global presence - local service

The advertisement features a dark background with a large, colorful burst of dots in yellow, blue, and purple on the right side. The text is arranged in a clean, professional layout, with the company logo and name at the top left, followed by the website address. On the right, a list of key features is presented in a white, sans-serif font. At the bottom, the slogan "global presence - local service" is written in a bold, yellow font.