

ISSUE 1

15/5/2015



PLASTIKA KRITIS S.A.
COLOR INSPIRATIONS,
Fall / Winter 2015-16

Colors, emotions and behaviors

Color plays a vitally important role in the world we live. Colors can make us feel happy or sad... they can make us feel hungry or relaxed...

Color plays an important role in brand identity — it draws consumers to products, stirs emotions and has a huge impact on brand recognition.

Lets take a closer look at how color impacts our emotions and behaviours:

Red: It is the color of extremes. It is the warmest and most dynamic of the colors, triggering opposing emotions. It is often associated with passion and love, as well as anger and danger.

Yellow: It is the most energetic of the warm colors. It is easily distinguished from any surrounding colors and instils optimism and energy, sparking creative thoughts. It's the color of happiness, enlightenment and creativity, sunshine and spring.

Orange: Orange enhances a feeling of vitality and happiness. Like red, it draws attention and shows movement. It's hot, healthy, fruity and engaging but it can be abrasive and crass. It is aggressive but balanced. It portrays energy, yet can be inviting and friendly.

Blue: It is a popular "favourite color". Blue is associated to trustworthiness, dependability and commitment, while it evokes feelings of calmness, spirituality, security and trust. However, electric or brilliant blues are engaging and dramatic colors that invoke exhilaration.

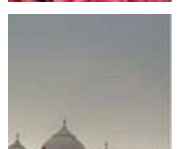
Green: Green is considered to be the easiest color on the eyes. It symbolizes health, new beginnings and wealth and should be used for relaxation and the creation of balance.

Purple: It is associated with creativity, royalty and wealth. Purple symbolizes nobility and luxury to most people. Variations of purple convey different meanings, for example light purples are light-hearted, floral, and romantic, while dark shades are more intellectual and dignified.

Brown: Brown is a natural color that evokes a sense of strength, stability, reliability and approachability. It is the color of our earth and is associated with all things, natural or organic. Sometimes, it creates feelings of sadness and isolation but it can also be sophisticated.

Grey: The grey color symbolizes stability, neutrality, durability and practicality. Sometimes, it leads to unpleasant emotions, aging and disorientation but also a drop of grey to the presence of the products, creates a sense of stability and confidence to the consumer.

Plastika Kritis, being in the cutting edge of color for plastics, has studied the color trends and proposes five trendy color pallets, which aspire to characterize the plastics industry in fall and winter of 2015-2016. This color forecast provides the plastic industry color designers with interesting information, that can be used in the decision making during their new product development process.



The Color Inspiration pallets are consisting of:

- *The Minimal Reflections*
- *The Vital Impressions*
- *The Subtle Feeling*
- *The Natural Touch*
- *The Antithesis Perception*

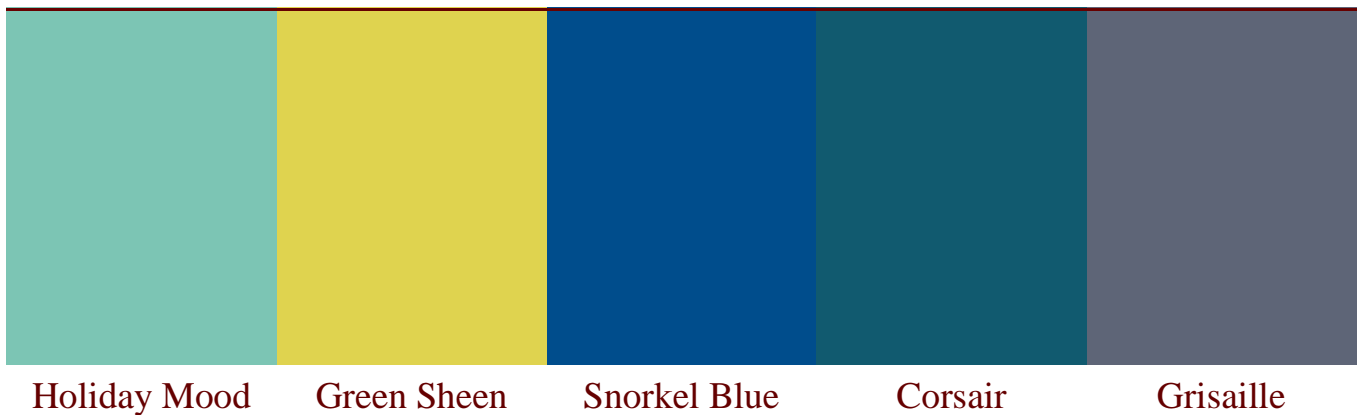
The Minimal Reflections

It represents the different versions of reality. Utopic colors reflect the artificial space, the new world, the curiosity, the escape to unexplored horizons and the dream world.



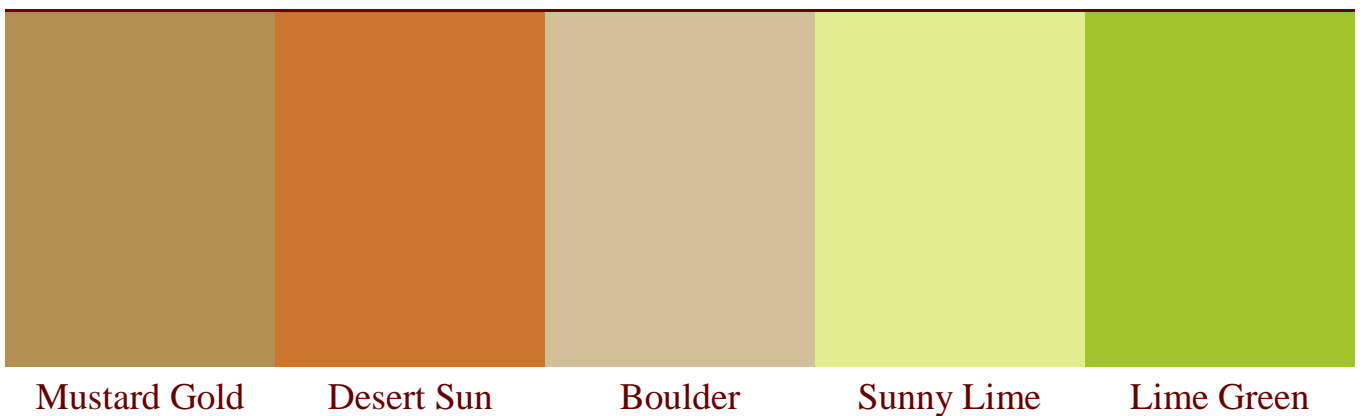
The Vital Impressions

These colors express those who live life to the fullest and enjoy their energy to their limits. They embrace expressionism, intuitive freedom, wildness and get strength from nature.



The Subtle Feeling

Smooth and modern colors reveal a sense of well-being and self-sufficiency. The Subtle Feeling characterizes those who seek plural answers to one single question and are ready to explore alternative horizons.



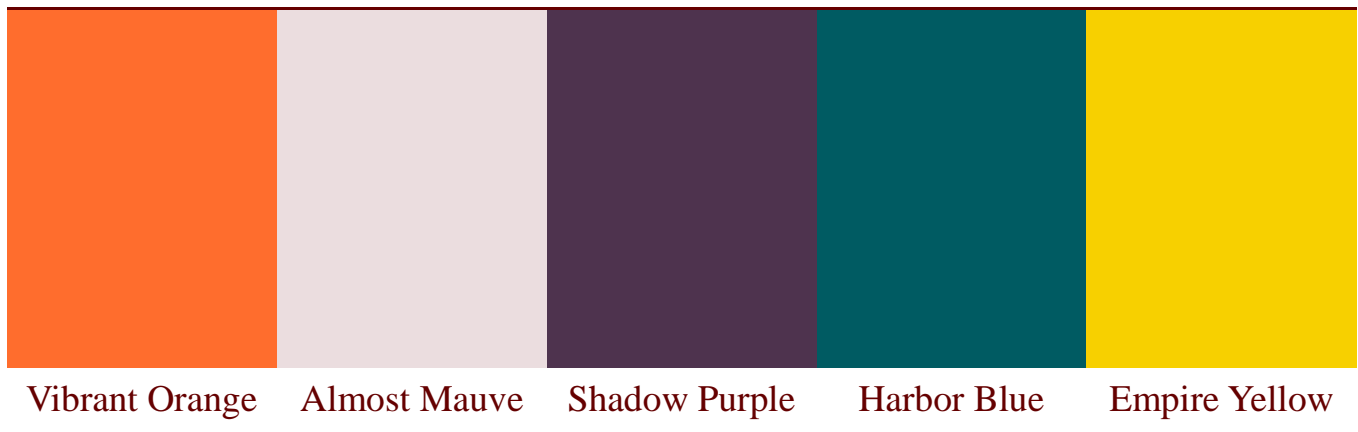
The Natural Touch

This palette embraces rich shades with warm undertone, inspired by the colors of earth, heavy leathers and wine. Burgundy, mossy green and deep brown give this palette a sense of masculine charm.

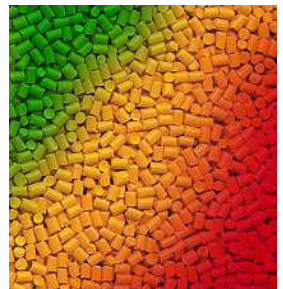


The Antithesis Perception

Old fashioned luxury taken to the next level. The Antithesis Perception can be opulent, extravagant, eccentric, plush and affluent. It offers a new kind of comfort and sumptuous leisure.



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.





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".

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.

**Visit our web sites: www.plastikakritis.com
and www.global-colors.net**

global colors
masterbatches

www.global-colors.net

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

global presence - local service