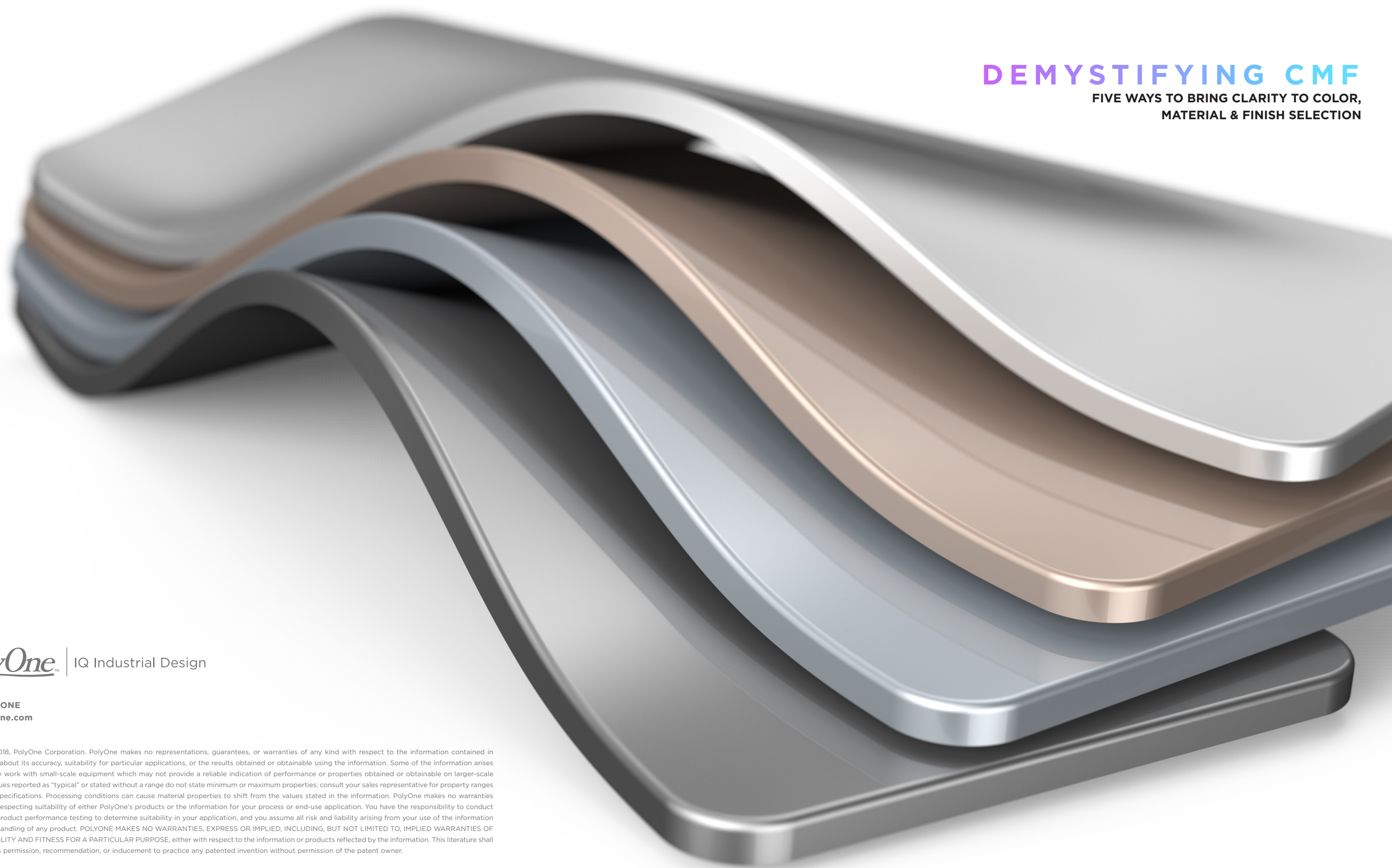




**FINDING THE RIGHT BALANCE BETWEEN
LOOK, FEEL AND FUNCTION IS IMPORTANT
BUT CHALLENGING**

**NEARLY 90% OF ALL PURCHASE DECISIONS ARE MADE SUBCONSCIOUSLY.
COLOR, MATERIAL & FINISH PLAY A CRUCIAL ROLE IN INFLUENCING
CONSUMER PERCEPTION.**

DEMYSTIFYING CMF
FIVE WAYS TO BRING CLARITY TO COLOR,
MATERIAL & FINISH SELECTION



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COLOR, MATERIAL & FINISH DESIGN SERVICE

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DESIGN

CHALLENGES



5 COMMON OBSTACLES BRANDS FACE WITH EVERY CMF CHOICE

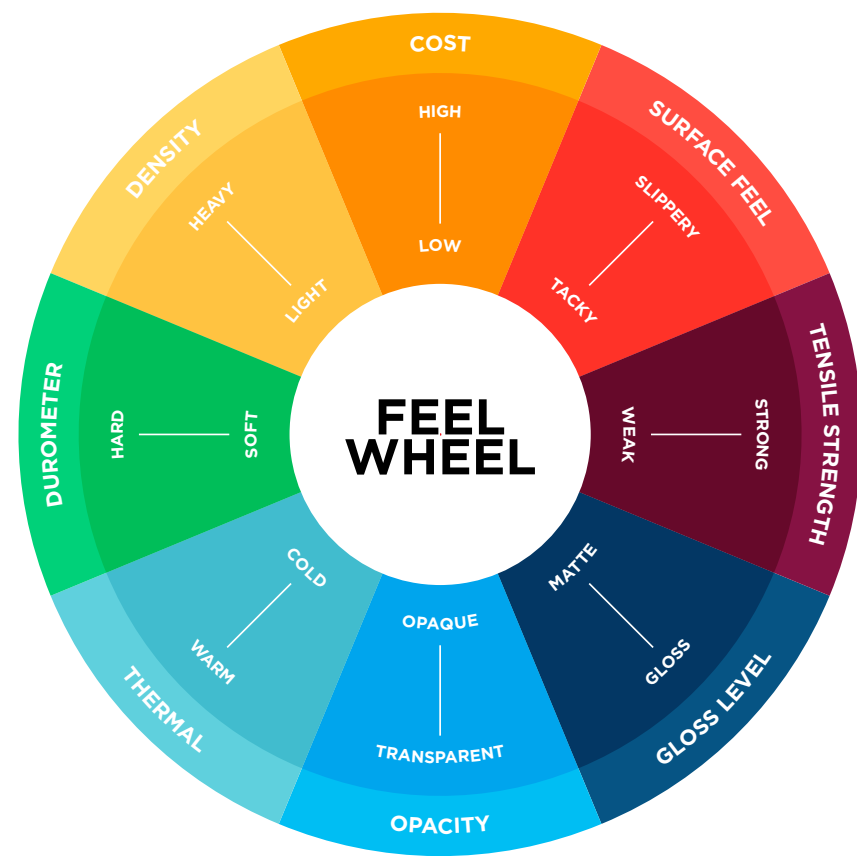
- 1 STANDING APART FROM THE COMPETITION**
 HOW DO MY CMF CHOICES SET ME APART FROM COMPETITORS?
 Store shelves contain thousands of products. Finding a color, material and finish that catches the eye and sets you apart from your competition is vital.
- 2 STAYING AHEAD OF TRENDS**
 WHAT COLORS AND MATERIALS ARE 'IN'? WHAT WILL MY CUSTOMERS BUY?
 50% of design teams state they make CMF decisions the same way they did 15 years ago. The lack of connection to emerging color trends can be detrimental to success.
- 3 FINDING THE LATEST TECHNOLOGIES**
 WHAT ARE THE NEWEST POLYMER TECHNOLOGIES?
 New materials, colors, textures and visual effects are constantly being developed. Keeping abreast of these technologies is key.
- 4 VISUALIZING THE POSSIBILITIES**
 HOW CAN I BE SURE I'VE SELECTED THE SOLUTION THAT'S BEST FOR MY DESIGN AND BRAND?
 Iteration is foundational to good design. The ability to explore multiple possibilities is how breakthroughs happen.
- 5 ENSURING COST EFFECTIVENESS & MANUFACTURABILITY**
 HOW WILL MY CMF CHOICES IMPACT MY MANUFACTURING OPERATIONS AND COSTS?
 Predicting how design decisions will impact your operations is essential. If it looks great, but can't be manufactured or costs too much, development dies on the vine.

HOW WE CAN HELP OUR PROCESS LEADS TO EDUCATED DESIGN CHOICES

- COMPARATIVE STUDIES**
 IQ Industrial Design works with you to find inspiration specific to your product and your needs. This includes in-depth analysis to identify key points of differentiation for your product, plus a visualization tool that captures all of your requirements.
- TRENDS & INSIGHTS**
 When you work with us, we'll help keep you at the forefront of industry trends and insights based on our own findings and those of the larger PolyOne organization.
- POLYMER INNOVATIONS**
 IQ Industrial Design actively provides recommendations of new color and material technologies that make sense for clients, helping product teams anticipate opportunities in time to act and benefit.
- DESIGN SERVICES**
 We develop 2D and 3D renderings that give you a more tangible idea of what your final product will look like. We'll then create polymer samples or in some cases, 3D printed parts, and make necessary adjustments to ensure your part achieves the results you expected.
- OPERATIONS SUPPORT**
 Our technical experts specialize in making your vision a reality. We follow the solution from our design centers to your plant, supporting development trials and scale up, and troubleshooting production issues as they arise.



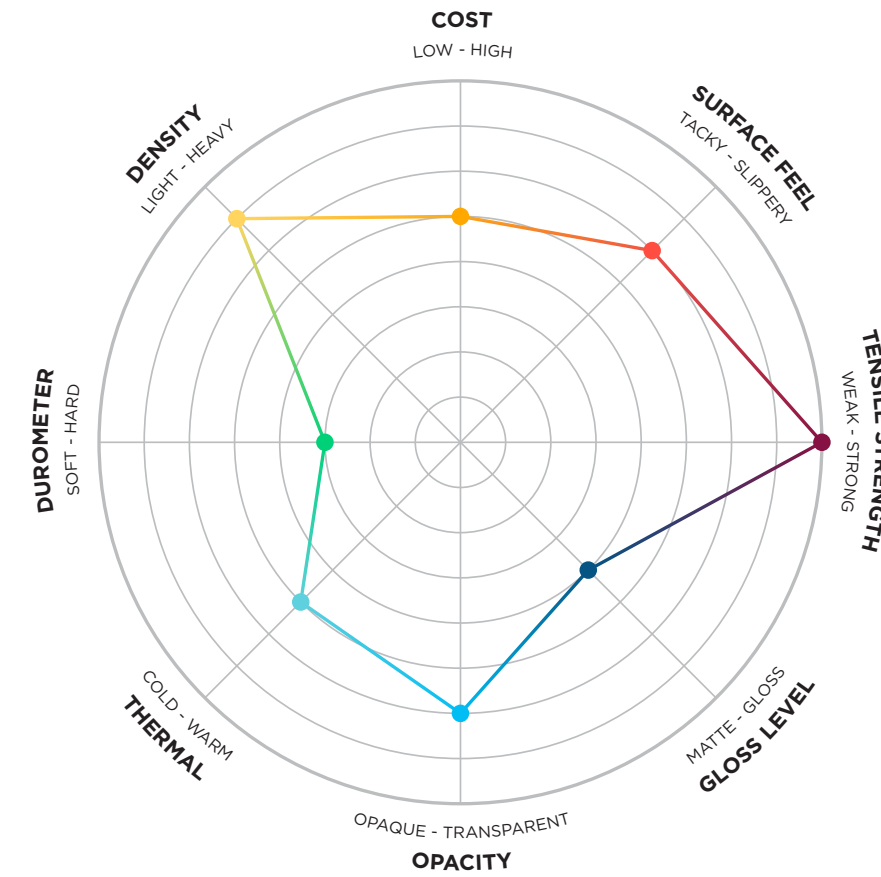
DESIGN ILLUMINATES



VISUALIZING COLOR, MATERIAL & FINISH SELECTION

WE'VE DEVELOPED A TOOL THAT ALLOWS YOU TO SET THE CRITICAL FACTORS FOR YOUR PROJECT, ALLOWING YOU TO MAKE INTELLIGENT CMF DECISIONS AND ACCELERATE DEVELOPMENT.

EXAMPLE MATERIAL PROFILE



- WE WORK WITH YOU TO DEVELOP THE FOLLOWING:**
- Market Analysis & Research
 - Material Innovation
 - CMF Recommendations
 - Custom Color Creation

DESIGN MOTIVATES

