



Excellence in Color

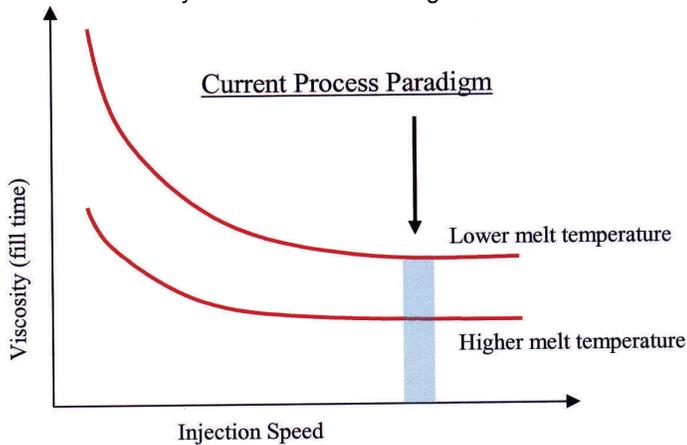
Chroma Rheology Extreme

Reduce cost and increase productivity with “CRX[®]” Color Concentrates

- Higher Throughput
- Shorter Cycle Time
- Energy Savings
- Improved Part Quality

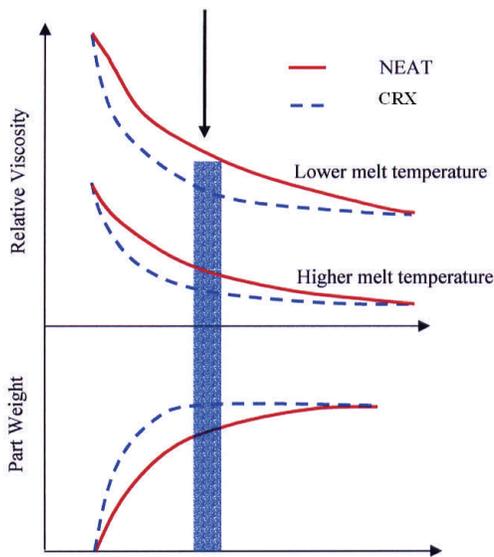
Optimization requires specific procedure to change process parameters

- Reduce heat in system to shorten cooling time



Current Paradigm of injecting fast with lower melt temperature will not accomplish goal

- Higher melt viscosity



However, with CRX, a New Paradigm

- Melt viscosity increase is mitigated by CRX IF shear rate is optimized for CRX Effect

Overview

In our relentless pursuit to bring the highest level of quality and technical advances to the plastics industry, Chroma Corporation has developed CRX[®] as a multifunctional masterbatch to add to our line of high performance color concentrates.

Performance

Our CRX[®] has been proven to reduce the viscosity of the polymer mix in the barrel thus allowing for a lowered heat profile. This means less cooling is required and reduced cycle times can be achieved.

Use Requirements

Chroma Rheology Extreme can be incorporated into your custom color to be used as a multifunctional masterbatch.

Product Trials

Due to the cost and time restraints associated with trialing of products, Chroma Corporation has designed a CRX[®] Prequalification Form. The information provided by the processor will allow us to determine if CRX[®] can help you increase productivity. We will provide a Cost Benefit Analysis to you prior to any molding to show the potential efficiencies.

The Challenge

Challenge Chroma to demonstrate how our commitment to **EXCELLENCE IN COLOR** can make a meaningful contribution to the success of your business.

Chroma Corporation

ISO 9001:2000 Registered

3900 W Dayton Street, McHenry, IL 60050

Main: 815-385-8100 ~ Customer Support: 877-385-8777 ~ Fax: 815-385-1518

www.chromacolors.com

Technical Specifications

Chroma Rheology Extreme

Besides improved cycle times, CRX® has also alleviated other process related issues such as:

- ⇒ Reducing shear heats
- ⇒ Improving appearance of sink marks
- ⇒ Better pack-out of lower melt resins
- ⇒ Improved physical properties

Product Trials

Part	Grams	Productivity gain	Cost w/o CRX	Cost with CRX	Cost savings/part
55 Gallon Drum	10260 gr.	16.46%	\$17.50	\$16.18	(\$1.32)
Television Case	7500 gr.	26.32%	\$22.72	\$22.00	(\$0.72)
Speaker Grill	227 gr.	36.17%	\$3.17	\$2.47	(\$0.69)
TV Cabinet Stand	757 gr.	47.46%	\$3.03	\$2.61	(\$0.41)
Door Panel	908 gr.	24.24%	\$2.00	\$1.86	(\$0.14)
Battery Case	741 gr.	25.90%	\$1.62	\$1.48	(\$0.13)
Seal Support Ring	8 gr.	55.05%	\$0.25	\$0.16	(\$0.08)
Visor	467 gr.	25.65%	\$1.08	\$1.02	(\$0.06)
Visor	463 gr.	30.00%	\$0.88	\$0.86	(\$0.02)

NOTE: The CRX® proprietary package is not a wax or nucleating agent, but an inert material that is approved for FDA and NSF applications. CRX® works well in both engineering and commodity resins.

To see if your process can be optimized with our CRX® concentrates, or to obtain further information on any of our products and services, please contact us at our toll free number 877.385.8777 or visit our website at www.chromacolors.com.



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