

Launch of the new POLYTREND® Website

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The Polytrend Product Line of Evonik Industries has released a completely redesigned website about liquid color systems for plastics. Under the brand of POLYTREND® Evonik provides the plastics converting market a quick and comprehensive access to the world of liquid color systems that can be used in nearly all conventional plastics and most technical plastics from low- to high-end markets.

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An user-friendly and virtual showroom allows customers to experience this POLYTREND® concept which is divided in two solutions: Polytrend Color Infusion™ and Polytrend Colortrend Infusion Plus™, the so-called offline and online systems for coloring plastics with liquid base colors. “We invite our customers to virtually produce their individual colored plastic tool in our animated showroom”, says Frank Huynen, Marketing Manager of POLYTREND®.

The new website also contains information about technical and color matching services, current events, and product stories that offer additional insights into the world of colorants for plastics. All product documents are available in a download center.

You can find the new website of POLYTREND® at www.evonik.com/polytrend

Company information

Evonik Industries is the creative industrial group from Germany which operates in three business areas: Chemicals, Energy and Real Estate. Evonik is a global leader in specialty chemicals, an expert in power generation from hard coal and renewable energies, and one of the largest private residential real estate companies in Germany. Our strengths are creativity, specialization, continuous self-renewal, and reliability. Evonik is active in over 100 countries around the world. In its fiscal year 2008 about 41,000 employees generated sales of about €15.9 billion and an operating profit (EBITDA) of about €2.2 billion.

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