

7 STEPS TO A SUCCESSFUL LAUNCH



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An AUDIA Company

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Launching a new product can be a huge undertaking, especially when there are multiple subcomponents and resins involved. The best way to avoid delays from material availability, UV failure, part quality, and color harmony is to have organized project management. When Uniform Color is your masterbatch supplier, the product is escorted through these 7 project steps to ensure a launch that meets your timeline.

1) Program Concept

- The first step starts as soon as you determine where your customer's needs are going. Designers propose how to evolve or create your next product and potentially utilize color to grab consumer attention. Brainstorming palette ideas with color experts like Uniform Color in this stage keeps you from missing out later. You may even be able to eliminate multi-step production processes used in your current product lines.

2) Resin Selection

- Material suitability matters, and Uniform Color is an expert at what resin is right for the application. Before settling for the status quo, ensure you review all resin options to achieve the color, look, and durability your product deserves.

3) Vendor Selection

- Once the project is visualized, Request for Quotes go to molders and material vendors. Possible downfalls revolve around technical ability, capacity, and availability. If requested, Uniform Color can offer recommendations and insight to keep these common snarls from slowing you down. The sooner your masterbatch supplier is involved the better they'll be able to work with the design and other vendors to keep the timeline on track.

4) Tooling

- Tool development brings your idea to life. Once the initial tool is operational, trialing with non-critical color supplied by Uniform Color allows quick turnaround. When alterations to the tool are needed or testing tool function at multiple facilities is required, having an attentive masterbatch supplier shortens the time involved in achieving the perfect part.
- Special effects often catch in gates or cluster around corners, working with Uniform Color on the tool design and particle size reduces flowlines in your part for a flawless finish.

5) Color Development

- As tools are perfected, so is color. During this stage, Uniform Color can evaluate historic color options to allow for SKU optimization.

- When you're looking for brilliant new colors, Uniform Color is able to produce and recommend cutting edge palette selection. With color development, feedback and tweaks are essential to have the end product embody the original vision. Uniform Color specializes in assisting a fast color selection and adjustment process by providing multiple sample iterations to quickly hone in your custom color.
- As colors for a product evolve, tracking each change is instrumental to ensure the correct color is produced for the life of the product. Uniform Color excels at Color History Tracking based on the part, resin, master, and adjustment history.
- To hit your SOP date, it's critical that your masterbatch supplier has experience with the Appearance Approval Process (AAR) to shorten the time involved in getting the texture, grain, and color in flawless harmony across each subcomponent. Uniform Color has worked with Brand Owners in a wide variety of industries to obtain AAR approval.

6) Specifications and Material Approval

- After the resins are locked in and the masterbatch formulas are established, Uniform Color reviews each combination to ensure the desired specifications and additive levels are met.
- Parts move on to a formal source approval process. Testing durability, weatherability, and texture, ensures your product has the feel consumers should experience and continues to exceed expectations over time.
- While masterbatch is not always the main contributor to physical properties, Uniform Color's technical expertise supports solutions for every product our colorant is incorporated in such as scratch and mar or UV stabilization.

7) Color Harmony and Molder Review

- Plastic parts can vary with each molder, making a Molder Review before SOP essential. During crunch time, Uniform Color works with each molder and every part to ensure color harmony in your product. This is because Uniform Color is unique in the ability to supply color for every resin and provide molders with press side support through shading at the press.
- Final part submit by tier one suppliers for harmony review at the brand owner can be stressful when adjustments are needed. Suppliers can be confident when color experts from Uniform Color support final harmony review by accompanying them to the brand owner to counsel on visual color harmony and communicate clear feedback for modifications.
- After production starts, color harmony is a continual process for the life of a product. To preserve lasting quality, Uniform Color's technical support continues as long as the product does.

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