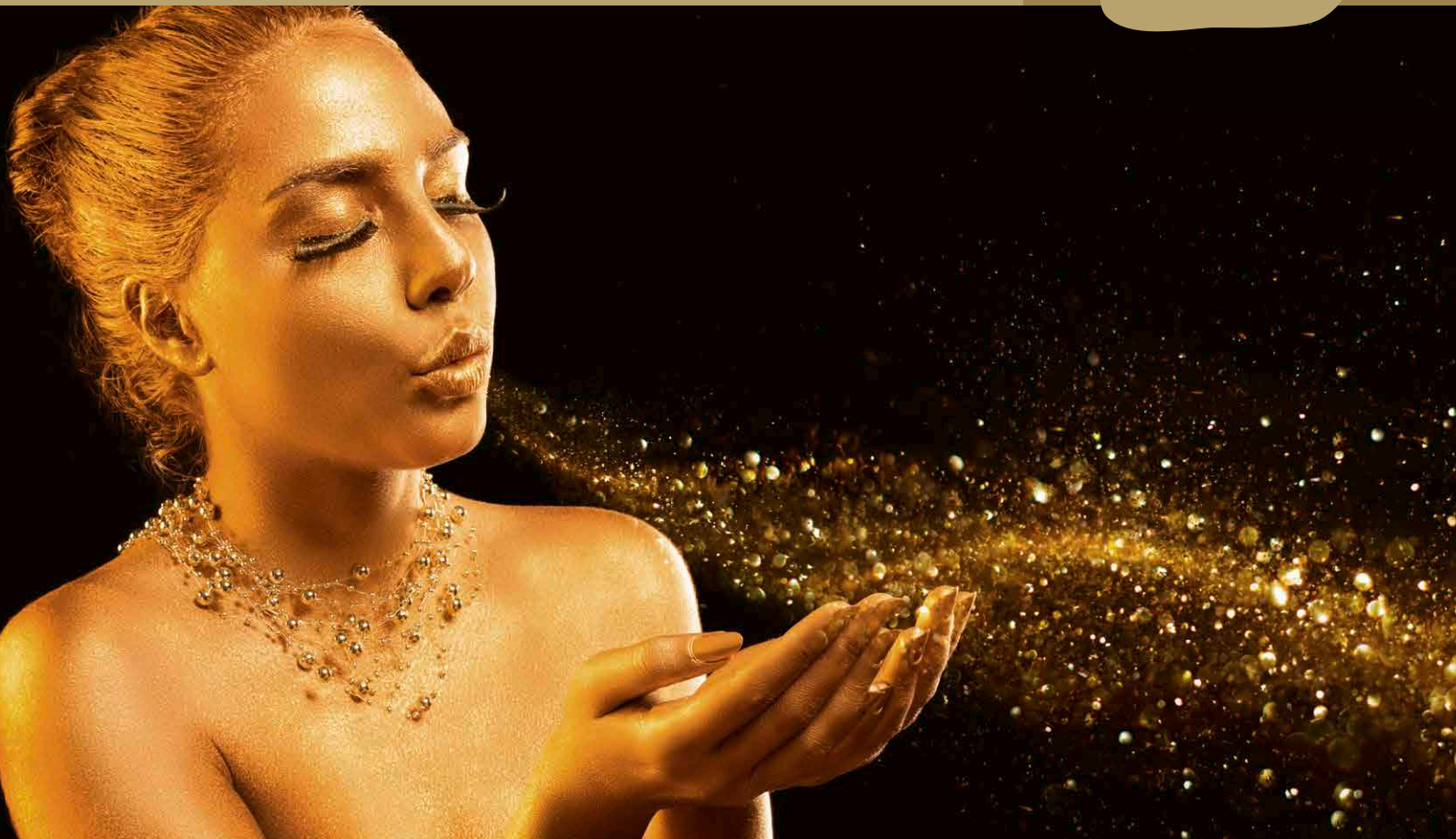


## **Brilliant Gold-** Masterbatch

LIFOCOLOR EFFECTS

**New  
Product!**



### **The golden age for your product design**

Gold, the most legendary noble metal, has fascinated mankind for centuries: it does not corrode and it remains resiliently pure and shiny, making it both valuable and highly sought-after. It has had an impact on a vast array of cultures: whether in religions as an expression of sanctity and purity, as a ritual burial object symbolising wealth or as a fashionable piece of jewellery to emphasise beauty, exclusivity, luxury and elegance.

#### **Product design in the gold rush**

The effect of gold can be exhilarating. Its colour is unique: a radiant, warm shade of yellow that shimmers brilliantly in the light. High quality and authentic gold effects are highly demanded in product design for cosmetics, beauty and

personal care packaging. Finished in brilliant gold, they not only engender tremendous desire and attention, but also emphasise the contents' high value and exclusivity.

#### **New gold masterbatches with incredible shine**

To usher in a new golden age of plastics processing, Lifocolor has developed new masterbatches for a particularly brilliant effect. Four different nuances turn packaging in tremendously rich, pure gold tones with a velvety shimmer. The PE-based brilliant gold masterbatches are suitable for polyolefines (e.g. PP, PE) and can be used for injection, extrusion or bottle blow moulding processes at temperatures of up to 300° Celsius.



# **Brilliant Gold-** Masterbatch

LIFOCOLOR EFFECTS

## Powerful effect even at low doses

Even at low doses, an intense and brilliant gold effect can be achieved with excellent coverage. The recommended dose is between two and three per cent. The masterbatches are also suitable for applications involving food contact, as they have been approved in accordance with 10/2011 EC and the FDA.

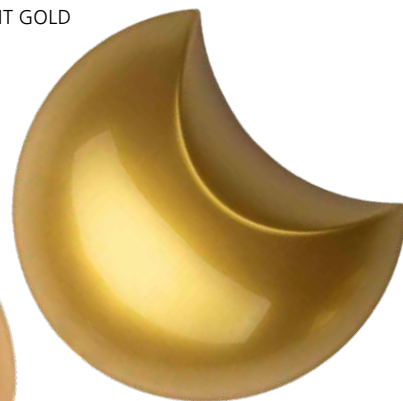
LIFOCOLOR-BRILLANT GOLD  
9005771F PP  
(Art. 9005771)



LIFOCOLOR-BRILLANT GOLD  
M1N02-40 PE  
(Art. 15348)



LIFOCOLOR-BRILLANT GOLD  
M1N03-40 PE  
(Art. 15355)



LIFOCOLOR-BRILLANT GOLD  
G2N01-30 PE  
(Art. 15356)

## ALL THE ADVANTAGES OF BRILLIANT GOLD MASTERBATCHES:

- ✓ Authentic, high-quality gold effect for finishing polyolefins
- ✓ Tremendously rich, brilliant gold tones with a velvety shimmer
- ✓ For injection, extrusion or bottle blow moulding at up to 300° Celsius
- ✓ High coverage, even at doses of > 2 %
- ✓ Approved according to 10/2011 EC and the FDA for food contact