

Gleaming, Luxurious and Silky: Special Effect Polyone TPEs Add Depth And Verve To Metallic Packaging Trend

February 4, 2016

PARIS – PolyOne is helping customers add a new twist to the intensely popular metallic look in cosmetic and personal care packaging with new GLS™ thermoplastic elastomers (TPEs) that combine a lush, soft feel with lustrous metallic effects. At Packaging of Perfume Cosmetics & Design (PCD, booth #AB17), the company is illustrating the impact of soft-touch TPEs with gold, silver and copper effects and featuring an inspirational portfolio based on the 2017 InVisiOSM Color Inspiration Wanderlust collection from PolyOne Color and Additives.

Target applications for these eye-catching metallic-effect GLS TPEs include overmolded caps for packages such as perfumes and shampoos, closures for containers such as lotions and serums, and cases for eye shadows and other cosmetics. By selecting different grades that feature silkiness, grippy feel, or even soft-as-skin qualities, packaging designers and brand owners can convey luxury and brand distinction in both prestige and mass-market product packaging without the constraints and secondary operations that metals require.

“As the popularity of the metallic look continues to soar, packaging designers are looking for new ways to capitalize on this trend,” said Charles Page, global marketing director, PolyOne GLS Thermoplastic Elastomers. “Our soft-touch TPEs with metallic effects and the latest colors bring together two important sensory aspects—visual and tactile—which strongly influence consumer brand preference.”

At PCD, PolyOne is displaying sample plaques and concept packaging molded from five TPEs that feature the Wanderlust color palette from InVisiOSM Color Inspirations 2017. Wanderlust focuses on pioneers, explorers and nomads of all ages aching to find the shared humanity that unites cultures across the globe, and features nude tones, inky blue, henna and shiny green. Accented with metallic looks and a range of tactile sensory effects, the samples and concepts at PCD will recall vibrant Indian, Middle Eastern and Chinese textiles, which are often infused with metallic threads.

About PolyOne

PolyOne Corporation, with 2015 revenues of \$3.4 billion, is a premier provider of specialized polymer materials, services and solutions. The company is dedicated to serving customers in diverse industries around the globe, by creating value through collaboration, innovation and an unwavering commitment to excellence. Guided by its Core Values, Sustainability Promise and No Surprises PledgeSM, PolyOne is committed to its customers, employees, communities and shareholders through ethical, sustainable and fiscally responsible principles. For more information, visit www.polyone.com.

###



©PolyOne

Caption: Packaging designers and brand owners can increase shelf appeal and create a richer sensory experience for consumers with TPEs and metallic effects.

EDITORS: For a high-resolution image, please click here: [TPEs with Metallic Effect](#)

To access PolyOne's news library online, please go to www.polyone.com/news.

Media contact

Sandy Wagner

Marketing Communications Manager

PolyOne GLS Thermoplastic Elastomers

+1 815-385-8500

sandy.wagner@polyone.com