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AMERICHEM GLOBAL COLOR TRENDS

2025 and Beyond



AMERICHEM GLOBAL COLOR TRENDS: WHAT TO EXPECT IN 2025 AND BEYOND

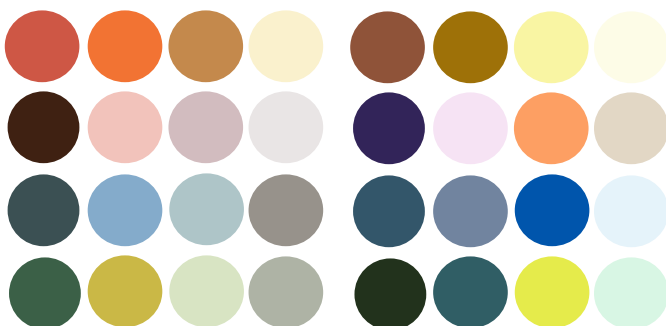
In the ever-evolving world of color trends, Americhem has taken a deep dive into the future, analyzing the international color trends report to forecast what will be hot in 2025, 2026, and beyond. By curating colors for specific industries such as healthcare, building & construction, performance fibers, and automotive interiors, Americhem provides a comprehensive look at where color is headed.

The insights reveal a back-to-basics approach, emphasizing lower-chroma, natural tones that exude warmth and sustainability. Bold accent colors, including warmer oranges, subdued blues, and plums are set to become more prominent, reflecting a shift towards a more balanced and environmentally conscious palette.

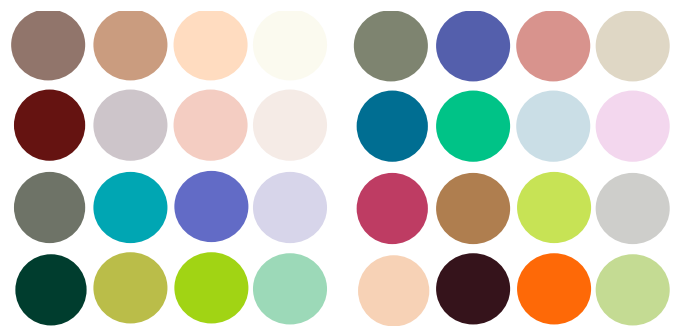
Drawing from comprehensive analysis, the global perspective on color trends reveals distinct regional preferences and emerging directions. This analysis highlights how different parts of the world are embracing color in unique ways, reflecting cultural, environmental, and technological influences.

From North America's nostalgic and natural tones to Europe's vibrant and sustainable hues, Asia Pacific's blend of tradition and modernity, and Latin America's dynamic interplay of warm and cool shades, the future of color is as diverse as it is exciting.

Through these trends, Americhem not only highlights aesthetic preferences but also incorporates technical considerations tailored to each industry, ensuring that the future of color is both beautiful and functional. Read on to learn more.



North America Color Trends



Asia Pacific Color Trends



Europe Color Trends



Latin America Color Trends

BUILDING & CONSTRUCTION:

TRADITIONAL COLORS CONTINUE TO STAY ON-TREND

In the building and construction segment, color palettes are increasingly driven by what is seen on the exterior of homes. Kelly Gager, Development Manager for Americhem's Building & Construction Segment, said "Facade colors are moving toward more creams and beiges, with lighter colors being used as the main color and darker colors reserved for accents."

"This approach reflects a return to the original colors that the market was designed with, emphasizing creams, beiges, whites, and other light colors. Homeowners want traditional colors that stand the test of time," said Gager.

Darker colors are primarily used for accenting rather than full house coloring. This is particularly evident in the decking market, as well as in windows and fences, where there is a strong preference for darker colors that mimic the appearance of natural wood products.

When selecting colors, weathering and heat buildup are two requirements that are critical to quality in the building & construction segment, according to Gager.

Americhem's advanced weathering and heat build-up reducing technologies offer significant benefits to the building and construction segment. Utilizing state-of-the-art xenon arc and fluorescent UV devices, Americhem's accelerated weathering tests simulate the effects of UV light, heat, moisture, and humidity on products in a shortened time span, ensuring rapid and reliable results. On-site, we have end-use conversion processes to validate performance and multiple ISO certifications, ensuring quality, compliance, and minimized supply chain risk.

Americhem's innovative pigment technology reduces heat build-up in building materials such as roofing, cladding, and windows, available in masterbatch, pigment dry blends, or fully compounded pre-color.

This technology not only enhances the aesthetic appeal and quality consistency of building materials but also ensures low consumer maintenance and efficient processing, aligning with industry trends for sustainable and high-performance construction solutions.



HEALTHCARE:

BIOCOMPATIBILITY AND COLOR IS A WINNING COMBINATION

In the ever-evolving world of healthcare design, color trends play a crucial role in shaping the environment and influencing the well-being of patients and staff alike. As we look to the future, several key color trends are emerging that promise to transform healthcare spaces into more inviting, calming, and functional areas.

One of the most significant trends is the use of natural tones, warm neutrals, pastels, and colors that reflect sustainability. These hues not only enhance the aesthetic appeal of healthcare settings but also contribute to a sense of tranquility and comfort.

Energizing and uplifting colors can add a touch of cheer and vitality to healthcare environments. Accents of bright colors like orange, yellow, or teal can invigorate spaces and uplift the spirits of both patients and staff. Nature-inspired tones, including greens, browns, and blues create a connection to the outdoors, fostering a sense of well-being and harmony with the natural world.

Lastly, functional and practical colors remain a staple in healthcare design. White is a classic choice due to its association with cleanliness and sterility, making it a popular option for operating rooms and laboratories.

Gray, being a versatile color, can be combined with other hues to achieve a balanced and sophisticated look, suitable for various healthcare settings.

When it comes to color in healthcare, there are several technical considerations that are crucial, especially for medical devices.

Tim Reis, Healthcare Industry Manager for Americhem Healthcare, notes that biocompatibility, quality, consistency, and reliability play a significant role in ensuring that the colors used do not compromise the safety and effectiveness of medical products.

Americhem's ColorRx® line addresses these technical considerations, and its standard line of colors were designed with color trends in mind. ColorRx® manufacturing includes two state-of-the-art clean compounding facilities, which guarantee the purity and quality of the polymers. This is crucial for maintaining the integrity of medical devices and ensuring patient safety. With a robust process change management system and notice of change protocols, ColorRx® ensures consistency and reliability in every batch. This minimizes risks and ensures that your medical devices meet stringent regulatory requirements.

Additionally, ColorRx® offers global supply and formulations that are RoHS and REACH compliant, ensuring that your medical devices can be used worldwide and meet international standards and regulations.

“Patient safety and maintaining the integrity of medical devices are main concerns of those who are designing today and tomorrow’s medical devices. By considering these technical aspects and leveraging the advanced capabilities of ColorRx®, healthcare environments can achieve both aesthetic appeal and functional excellence,” said Reis.



PERFORMANCE FIBERS:

NEUTRALS CONTINUE WHILE SUSTAINABILITY SURGES

Fibers encompass a wide range of products, including carpets, textiles, nonwoven fibers, apparel, and outdoor furnishings. According to Robert Baldy, Business Director of Americhem's Fibers & Packaging unit, traditional colors will remain popular, while the demand for sustainable manufacturing practices will grow.

In commercial carpets, performance fibers are key to both aesthetics and functionality. Neutral colors have long dominated this space and will continue to do so, offering timeless versatility. However, there is also a rising interest in accent colors, particularly darker and more dramatic shades like low-chroma blues and warm oranges, which provide a sophisticated look.

In nonwoven fibers, subtle pastel colors such as sea foams, light pinks, and baby blues remain popular, especially in medical and children's products. In apparel, particularly athleisure, vibrant colors reflect energy and a full lifestyle.

"As the industry responds to customers' increasing demand for reduced environmental impact, Americhem is committed to sustainable practices that minimize natural resource consumption. We offer products that allow fiber manufacturers to embed

sustainable properties directly into their fibers. Additionally, we promote reduced virgin plastic usage by incorporating recycled polymers into our offerings and by providing solutions that help converters significantly increase their recycled content utilization," said Baldy.

Solution dyeing is one sustainable solution that is very prominent. Solution dyeing adds pigment directly to the polymer melt during fiber extrusion, eliminating water use and offering superior color quality and control. This method can save over 50% water and 25% energy compared to traditional dyeing.

Americhem also offers dye-enhancing technology and toner solutions to improve recycled polyester's appearance. Their custom color expertise supports compliance with EPEA's Cradle-to-Cradle Certification and ASTM D6400 compostability standards.



AUTOMOTIVE INTERIORS:

A RENEWED FOCUS ON ACCENTS

In the automotive industry, interior color trends are evolving as OEMs seek to simplify their color palettes while still creating impactful designs.

Brett Conway, Senior Business Director at Americhem, notes that automotive OEMs are focusing on using color to create impact in accent areas such as floor mats and trim pieces.

“One of the prominent trends in plastic automotive components is the resurgence of accent colors, with plums and maroons making a comeback. These colors are being used in brighter shades for inserts on floor mats and trim pieces, adding a touch of vibrancy and sophistication to the interiors. This shift towards accent colors allows manufacturers to maintain a simplified color palette while still offering visually appealing options,” said Conway.

The move towards more simplified color palettes is also a cost-saving measure for manufacturers. By reducing customization and variability in color options or combinations, OEMs can streamline their production processes and reduce costs.

This trend is reflected in the consolidation of SKUs, where Americhem can assist automotive OEMs in simplifying their color palettes and creating more certainty in their production lines.

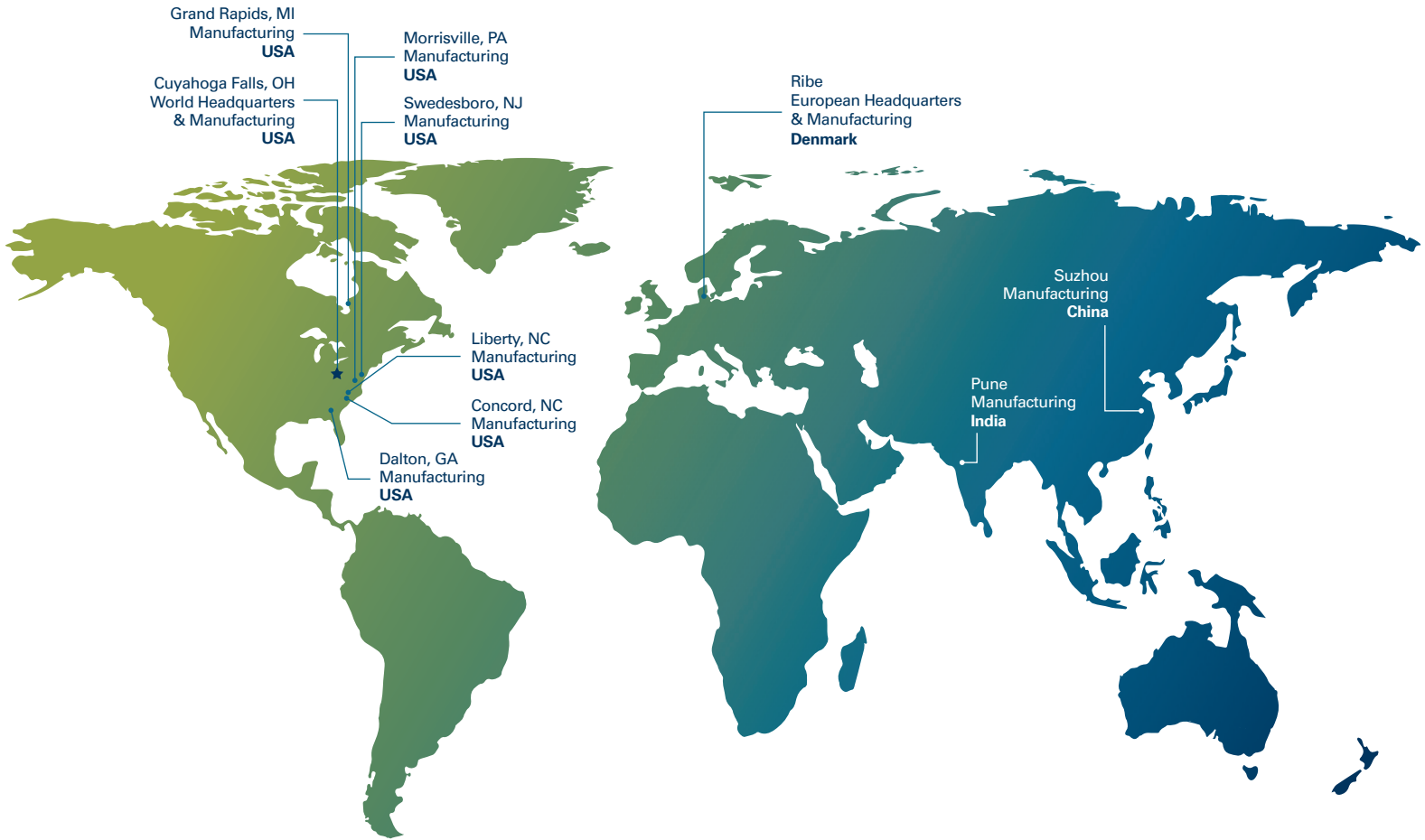
CONCLUSION:

As we look towards 2025 and beyond, it is clear that the future of color in plastics is both exciting and transformative. The trends highlighted by Americhem, from the resurgence of bold accent colors to the emphasis on sustainability and technical performance, showcase a dynamic shift in how color is perceived and utilized across various industries.

By staying ahead of these trends and incorporating them into their products, OEMs can not only meet the evolving demands of consumers but also contribute to a more sustainable and aesthetically pleasing world. The journey of color innovation continues, and with these insights, the possibilities are truly endless.



A GLOBAL LEADER



BATCH TO BATCH.
MARKET TO MARKET.
CONTINENT TO CONTINENT.

From our headquarters in Cuyahoga Falls, Ohio, to our manufacturing locations and sales offices across the world, our expansive footprint provides global reach for your organization's needs. Not only are we dedicated to getting your materials where they need to be, when they need to be there, we work behind the scenes to reduce your supply risks. In addition to our network of plants, regulatory and compliance teams, we have contingency plans and support services in place to secure your product against unforeseen interruptions.



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