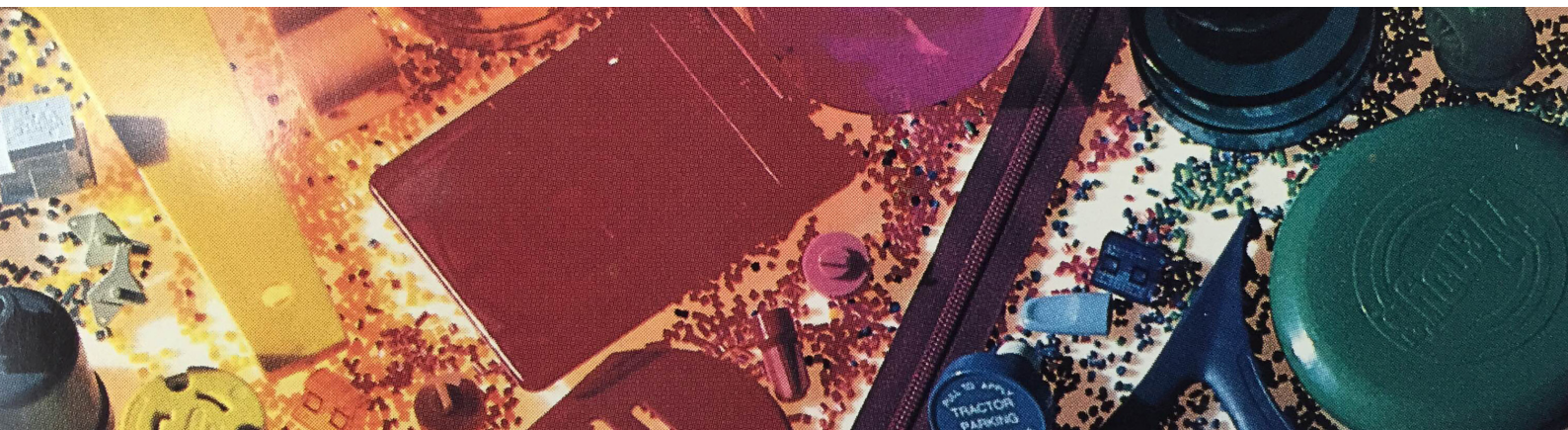


## X-Rite Ci7800 with Color iMatch Software helps Plastic Resins produce accurate small-lot plastic color concentrates



*"AN UNEXPECTED BENEFIT OF OUR NEW CI7800 AND COLOR IMATCH SOFTWARE FROM X-RITE WAS THE ABILITY TO CREATE FORMULATIONS AND TO ADJUST COLOR IF A BATCH IS SLIGHTLY OFF RATHER THAN BEGINNING AGAIN."* PAUL WARNELL, CEO, PLASTIC RESINS, INC.

### The Situation

Plastic Resins was founded in the 1970s and subsequently acquired by Clariant in 1996. When the facility was closed by Clariant in 2010, the family re-acquired the buildings, hired some of the employees and re-started the business, which is focused on the development of small lot custom color concentrates for plastics. Plastic Resins needed to start the operation from scratch and were looking for the best solution in the market.

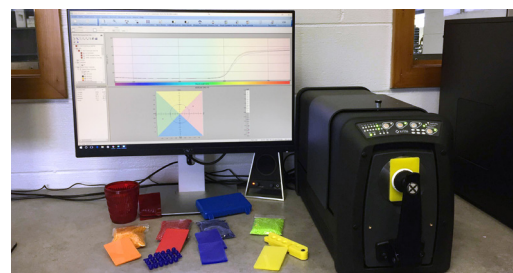
*"FEW PROVIDERS OF COLORANTS FOR THE PLASTICS INDUSTRY ARE WILLING TO PRODUCE SMALL BATCHES OF 5, 10 OR 15 POUNDS OF CUSTOM COLORS, YET THERE IS A BIG NEED FOR THIS SERVICE IN THE MARKET. OUR ABILITY TO DO SO DIFFERENTIATES US AND CREATES GREAT CUSTOMER LOYALTY."* PAUL WARNELL, CEO, PLASTIC RESINS, INC.

### The Solution

Plastic Resins needed to start the operation from scratch and were looking for the best solution in the market. "After looking at color measurement and management solutions available in the marketplace, we determined that the combination of X-Rite's Ci7800 benchtop spectrophotometer and Color iMatch software delivered the best price/performance." This was a change for them as they have used a competitor's equipment previous to the Clariant acquisition. The Ci7800 allows Warnell to measure just about any sample a customer provides, from a button to parts for a dental chair.

### Results

X-Rite solutions were a critical element that enabled Plastic Resins to efficiently start up operations. "Our customers are primarily injection molders who like having us as a resource when they have a customer that only needs a few parts of a custom color. We are able to produce accurate color concentrates in small quantities for the molder. Our intention is to make the molder look quick and responsive".



### Color Correction Made Easy

"If we are building a formulation for a custom color, Color iMatch gets us 99% of the way there with accurate recipes, and guides us to making proper color adjustments for each lot."

### Color Matching and Quality Control

The Ci7800 benchtop spectrophotometer makes it easy to measure samples of all types, providing the necessary data to Color iMatch to quickly generate accurate recipes.

### Pantone Matching

"Sometimes all we get from customers is a number from the Pantone Matching System. Color iMatch gives us options for the closest match, making the job of our technicians easier and faster."