塑可丽
COLORFUL-IN

塑可丽介绍及新品应用分享

The Introduction and Case show of Aesthetic Plastics Colorful-In®

塑可丽
COLORFUL-IN

Content

New products and application of Colorful-In®

< 美学塑料-塑可丽介绍
Aesthetic Plastics-Introduction to Colorful-In

< 前瞻CMF设计方向
Foresight CMF Design

< 最新应用案例
Latest application cases

关于美学塑料 塑可丽®

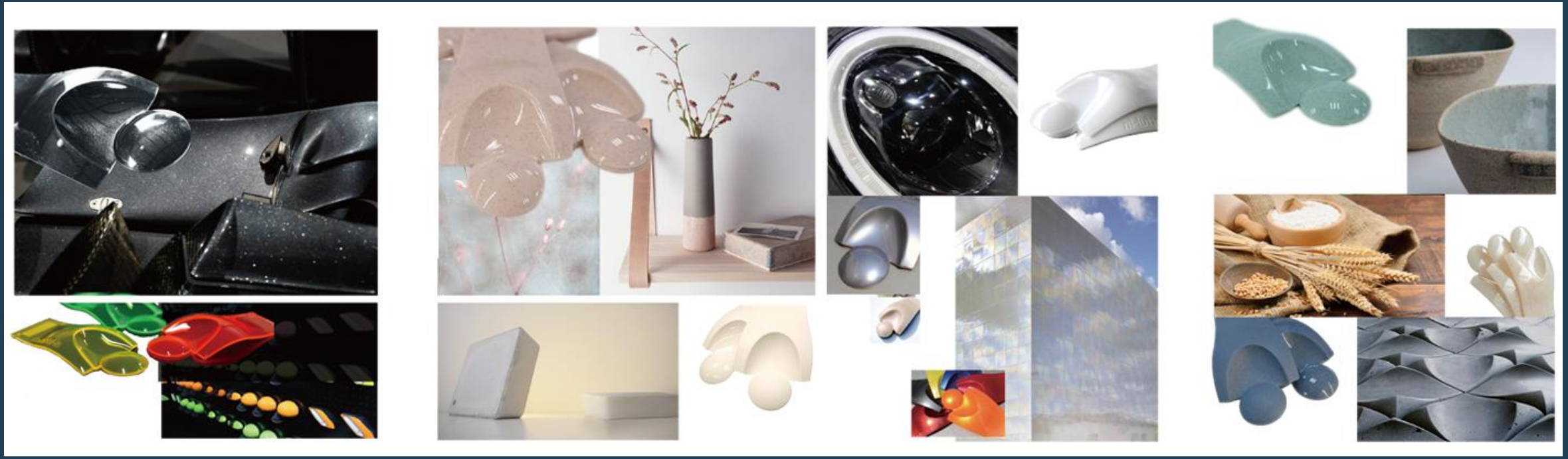
About Aesthetic Plastics Colorful-IN@

塑可丽® 是一款通过注塑、挤出、一次成型的免喷涂**美学塑料**

Kumho sunny it is a spray-free aesthetic plastic through injection molding ,extrusion and one-time molding.

它是一种**系统性外观解决方案**：通过对**C（颜色外观设计）、M（原料配方设计）、P（模具结构及成型设计）**的整合，大幅提升塑料制品的**外观质感和设计自由度**、解决美学塑料的外观缺陷，如流痕、熔接线等问题

It is a systematic appearance solution: through the integration of C(color appearance design),M(raw material formula design) ,P（mold structure and molding design）,the appearance texture and design freedom of plastic products are greatly improved. Cosmetic defects in aesthetic plastics such as flow marks ,weld lines ,etc.



关于美学塑料 塑可丽® CMP平台

About Aesthetic Plastics Colorful -IN@ CMP platform

系统性一站式外观解决方案
Systematic one-stop appearance solution

塑可丽 COLORFUL-IN

Color

> 色彩趋势研究分析
Color trend research analysis

> 色彩效果开发
Color effect development

> 色彩搭配方案&色彩故事设计
Color scheme and color story design

Material

> 材料机械性能
Material mechanical properties

> 材料加工性能
Material processing properties

> 原材料设计&聚合改性
Raw material design and polymerizability

Process

> 模具结构方案
Mold structure scheme

> 加工工艺方案
Processing technology plan

> 前期模流分析协助
Pre-Moldflow analysis assistance

更快的响应速度Faster response
更好的配合度Better cooperation
更低的成本Lower cost

新项目开发前期建议
原有产品结构可行性分析

Feasibility analysis of original product structure proposed in the early stage of new project development

关于美学塑料 塑可丽® 价值点

About Aesthetic Plastics Colorful-IN@ Corporation value

塑可丽 COLORFUL-IN

> Spraying-free 免喷涂
> One Step Molding 一次成型
> Surface Strength 外观优势
> Freedom of CMF design 设计自由度

消费者 Consumer

> 使用需求 Usage requirements

> 审美需求 Aesthetic needs

> 情感需求 Emotional needs

Product 产品

企业 Enterprise

> 低成本 Low cost

> 便捷生产&自动化管理
Convenient production & automated management

> 视觉区隔、提升品牌认知差异化
Visual division, enhance brand recognition differentiation

社会 Society

> 低碳 Low carbon

> 环保 Environment friendly

> 可持续 Sustainable

Cost Innovation Reduce20~30%

Spray	injection	Finish	
Metallic Injection	M/Injection		Reduce 20~30%

塑可丽® 外观效果

Appearance effect for Colorful-IN@

> 可实现诸多外观效果，设计自由度更高！

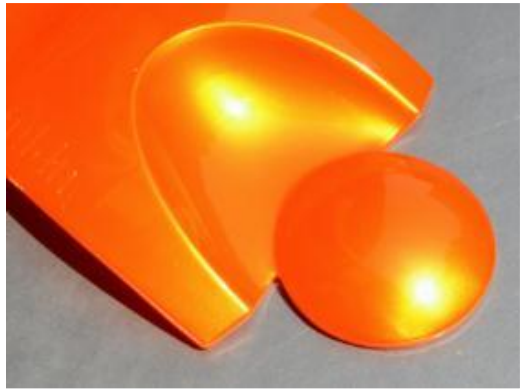
A variety of appearance effects can be achieved , and the design freedom is higher.

塑可丽® 外观效果 – 金属珠光效果

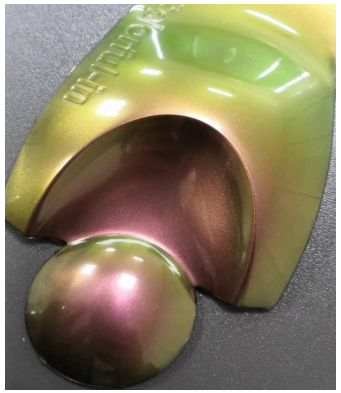
Appearance effect for Coloful-IN@

金属效果
Metallic effect

珠光效果
Pearl effect



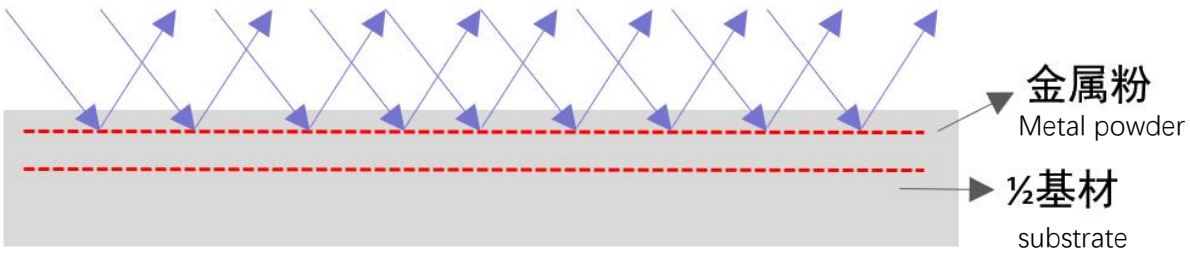
珠光幻彩效果
colorful effect



流沙金属效果
Flow sand Metal effect

特性解读

Characteristic Interpretation



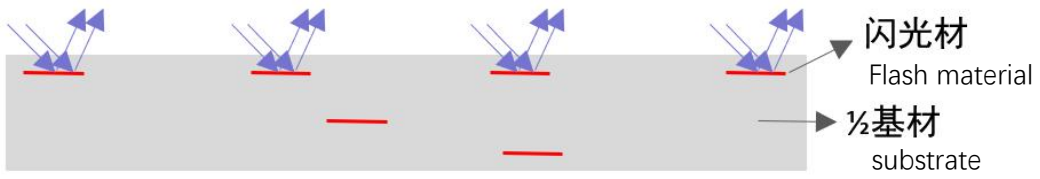
> 金属质感 Metallic feel
> 点密度高，接近连续态 High point density,close to continuous state
> 光反射率极高 Very high light reflectivity

塑可丽® 外观效果 – 闪烁效果

Appearance effect for Colorful-IN@

水晶闪烁效果
Crystal sparkle effect

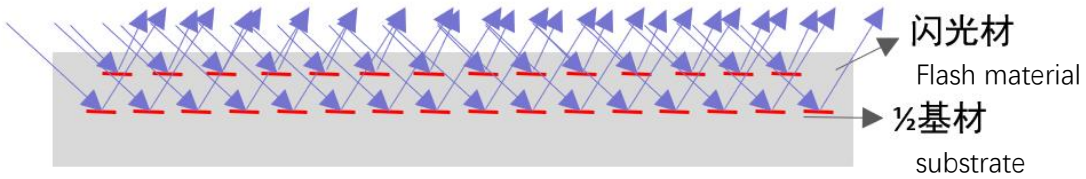
特性解读
Characteristic Interpretation



> 闪烁点大、密度低 Large flicker point, low density

> 闪烁点主要贡献在表层 The flickering point mainly contributes to the surface layer

璀璨闪烁效果
Sparkling effect



> 闪烁点小、密度高
Small flicker and high density

> 闪烁点呈现层次感，光下效果更明显
The flickering point presents a sense of hierarchy, and the effect is more obvious under the light

塑可丽® 外观效果 – 自然纹理

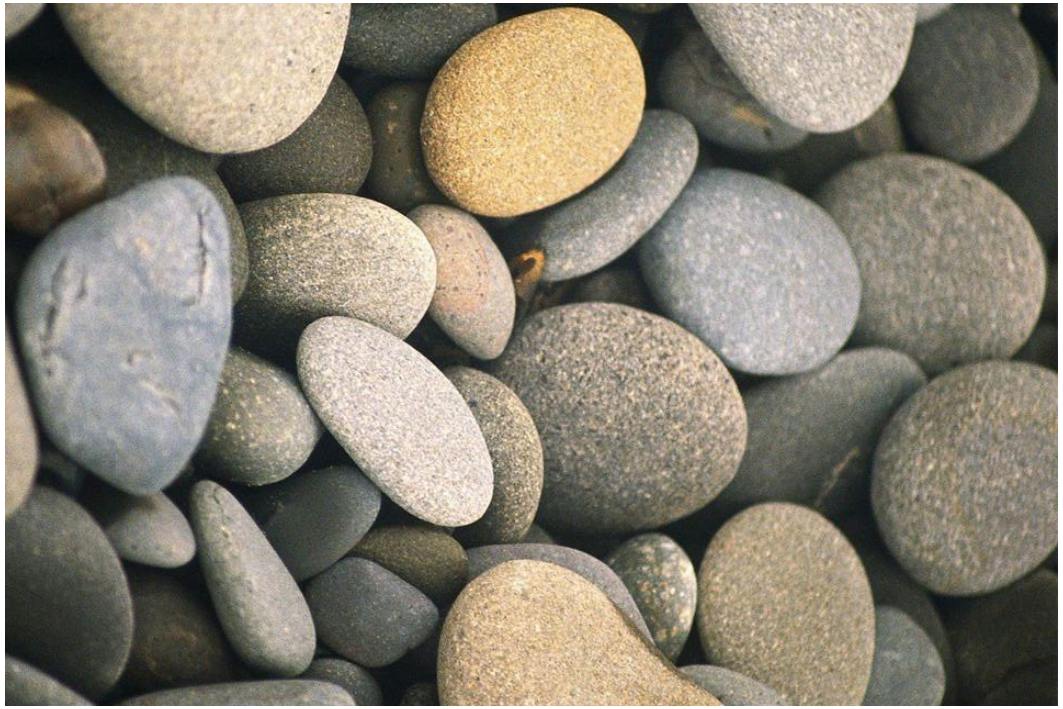
Appearance effect for Colorful-IN@

特性解读

Characteristic Interpretation

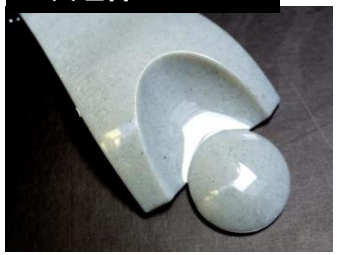
> 取之于自然 Taken from nature

> 注重搭配审美 Pay attention to aesthetic collocation



玉石 Jade

大理石 Marble



红纹粉Cashmere pink

燕麦Oatmeal

羊绒毛Cashmere wool

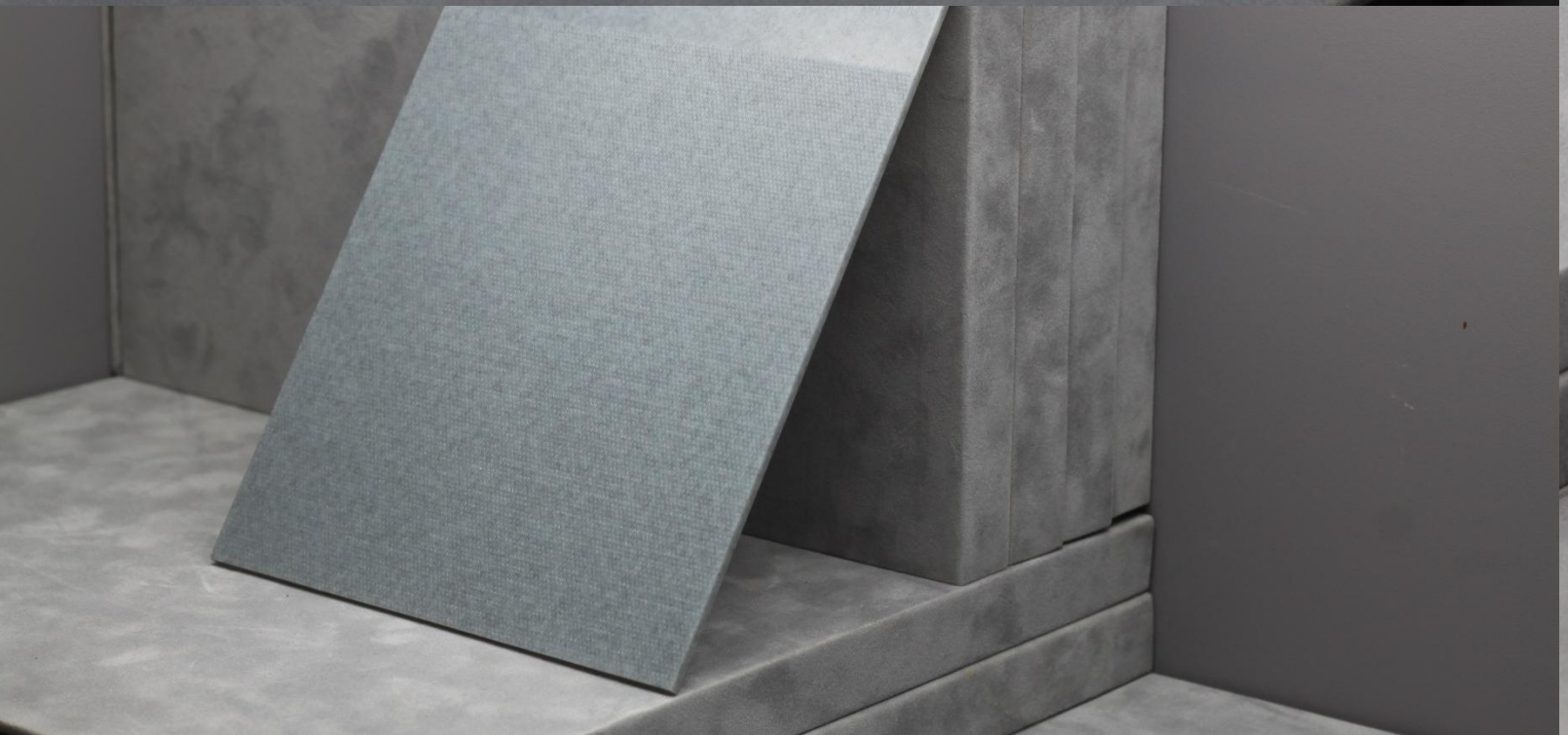
植物Plant

水磨石Terrazzo

流纹 Flowing veins

塑可丽® 外观效果 – 多种叠加效果

Appearance effect for Colorful-IN@



塑可丽® 常用材料汇总

Material Application Summary of Colorful-IN@

基材

Original plastic

ABS　PC　PC/ABS　PP

HIPS　ASA　PMMA/ABS

PMMA/ASA　TPU　PETG

...

牌号

ABS-M　ABS-TM

PC-M　HAC-M

MA300-M

MA504-M

ASA-M

PP-M

PETG-M

TPU-M

...

塑可丽
COLORFUL-IN

前瞻CMF设计方向

Foresight CMF Design、

- 部分年度推广色&年度趋势色
  Some annual promotion colors & annual trend colors
- 视觉竞争案例
  Visual competition case

基于塑料材质的CMF服务

Color Design Service

2008 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023

年度推广色
Annual Promotion Color

年度趋势色
Annual Trend color

行业定制颜色主题
Industry custom color themes

视觉竞争策略/产品定位分析
Visual Competitive Stategy/Product Positioning Analysis

产品目标客户群分析
Analyze product target customer groups

产品色彩内涵、故事、情感分析
Aanlyze product color connotation,story and emotion

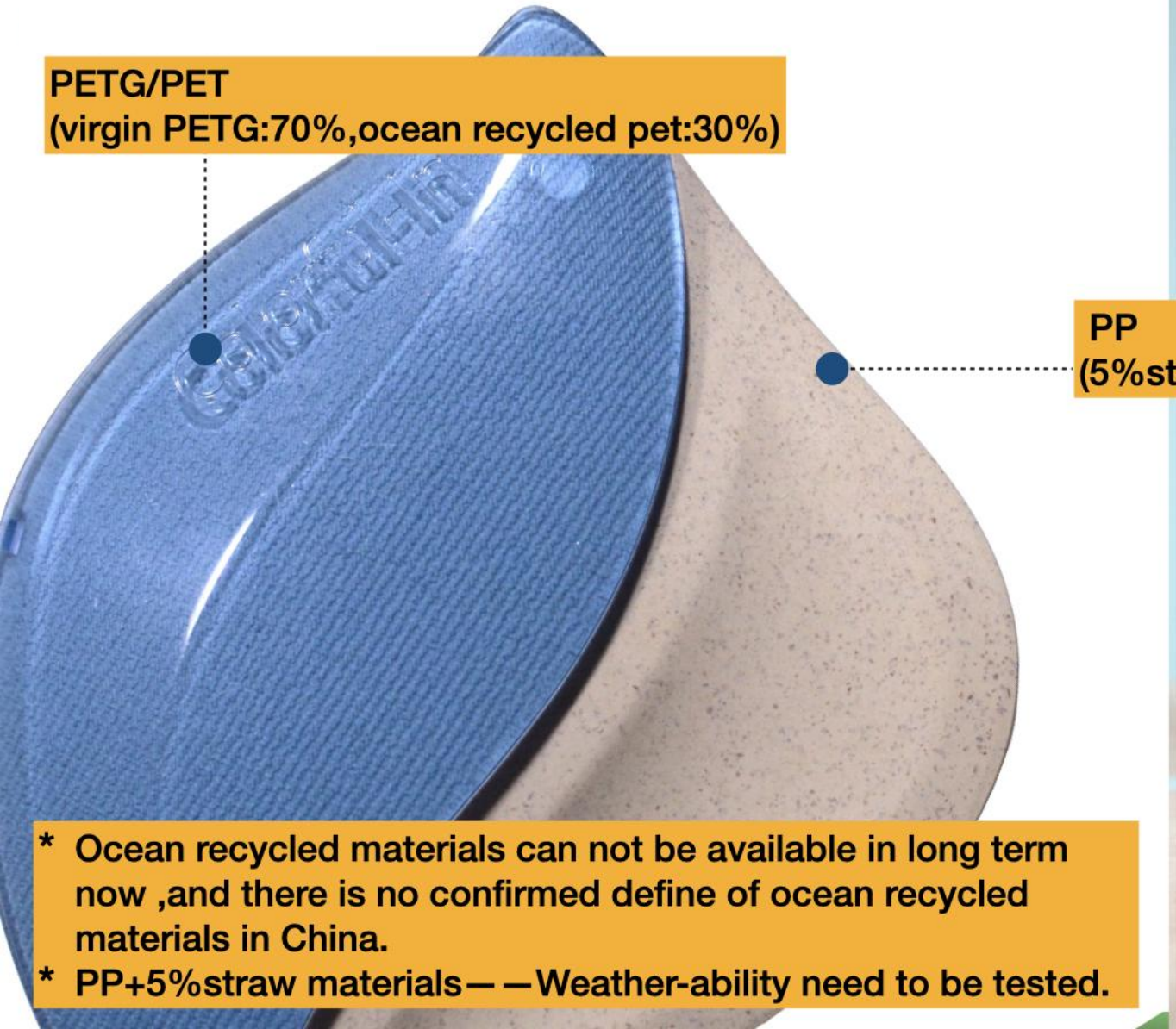
色相、色调、明度分析
Analysis of hue,tone and lightness

类似色、搭配色分析
Analysis similar and matching colors

基材与效果搭配
Original plastic with effect

海洋回收蓝&自然木屑撒点 — 国潮（2021）

Ocean Recycling Blue & Natural Sawdust Sprinkler - National Tide (2021)



* Ocean recycled materials can not be available in long term now ,and there is no confirmed define of ocean recycled materials in China.
* PP+5%straw materials——Weather-ability need to be tested.

This image is for color design reference.

冻感粉&混凝灰 — 共生（2023）

Terrazzo Effect - Neo-symbiotic(2023)

透明ABS+白色撒点　　ABS+流纹

CONECTO 凳子

混凝土和树脂的结合有一些特殊之处，硬的和不透明的搭配光和半透明的搭配很难匹配

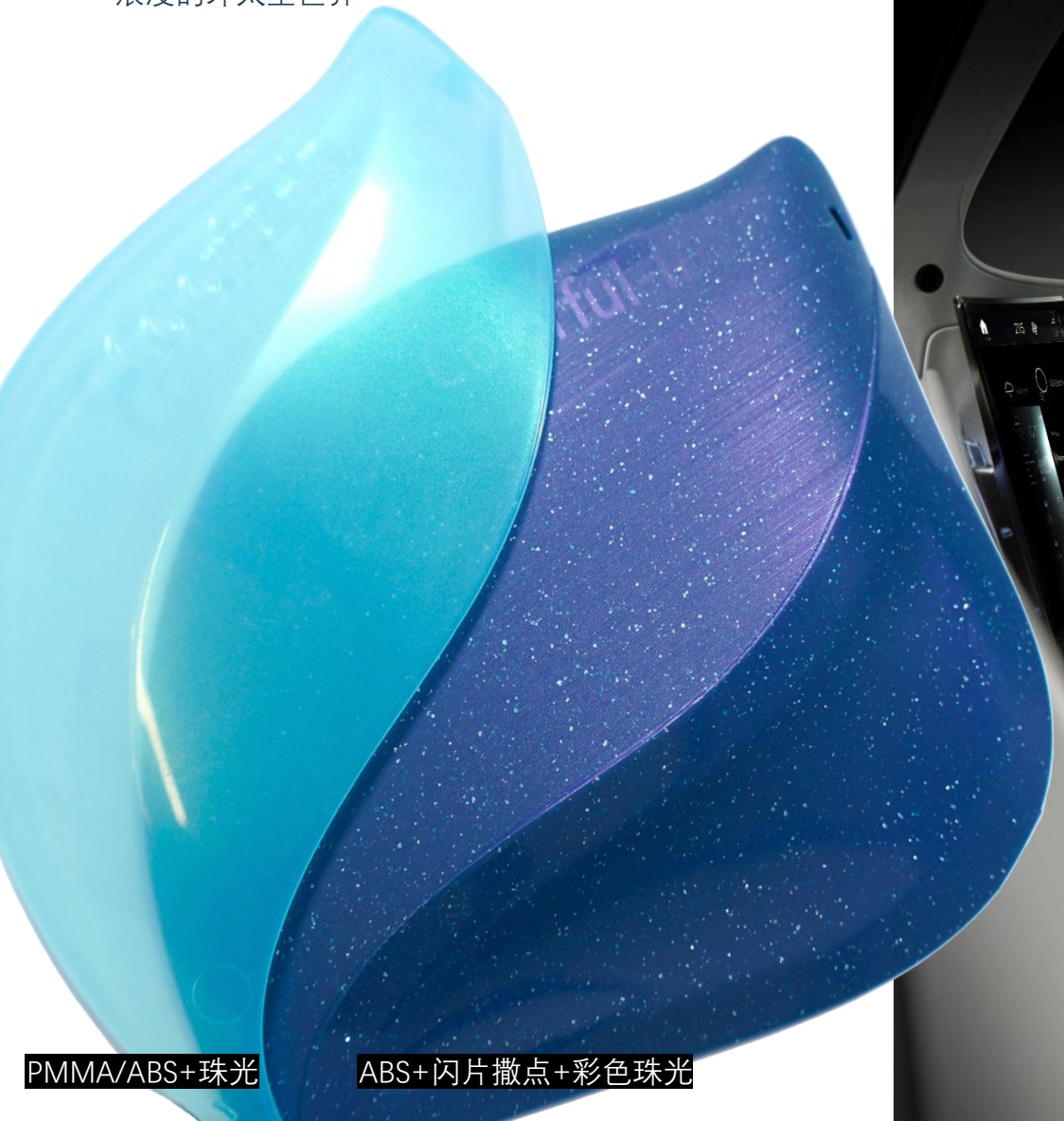
电光蓝 & 梦境星空 — 光感进化

Electric Blue&Starry Sky - Digital-light evolution

塑可丽 COLORFUL-IN

DS Manifested M.i 21 Concept

浪漫的外太空世界



PMMA/ABS+珠光

ABS+闪片撒点+彩色珠光

缎纹织物

斑斓灰 & ∞黑 — 玩家态度

Colorful Grey&Sky Black - Player Attitude

年轻人对于独特性的情感追求

PC/ABS+彩色闪片　PC+黑色珠光

LAYER

Resonate LightVision

晚礼服红 & 优雅金 — 灵感交织

Evening Dress Red&Elegant Gold - Inspiration Interleaving

中式晚礼服点缀低调的金色

PCABS+幻彩珠光　PCABS+金属

闻献 DOCUMENTS Blushing House

HOMMÉS Studio | NEOCOSMOS展览

视觉竞争方案 — 引爆产品卖点

Visual competition plan - detonate product selling point

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COLORFUL-IN

自然纹理类效果-应用案例　（撒点、绒毛纤维、大理石流纹）

Natural Texture Effects - Application Cases

联想 AIO520一体机 白色 Lenovo AIO520

制件名称：一体机外壳

Product : All-in-one casing

实现方案：再生环保树脂

Plan : Recycle metarial 65% by Ecoblend@

质感效果：自然纹理撒点效果

Effect : Natural texture scatter

联想宣传语言Lenovo slogan

Marble white

源自大理石家居风格，30重工艺独特云母撒点；Home style inspired by nature and thirty unique craft mica sprinkle effects

精研每寸，韵味天成，经过生态设计，并得到欧盟绿色环保认证的材料，辅以特色工艺，环保而不失优雅。Every inch is carefully researched , and the charm is perfect .ecologically designed and certified by the EU green environmental protection materials and special craftsmanship , environmental protection without losing elegance.

Marble White——从天然云母的颜色定制和形态分级到每一颗树脂粒子，都经过了30多道精湛工艺的洗礼，成型出包含专业品质的匠工作品。From the color customization and shape grading of natural mica to each resin particle , it has undergone more than 30 exquisite craftsmanship baptisms ,from craftsmanship products with professional quality.

联想 主机 Thinkcentro neo P600

塑可丽 COLORFUL-IN

制件名称：主机装饰板

Product : Main unit decorative board

实现方案：免喷涂ABS-M5(85%PCR)

Plan : No spraying ABS-M5(85%PCR)

质感效果：自然纹理撒点

Effect : Natural texture scatter

联想 一体机 TC neo S760

塑可丽 COLORFUL-IN

制件名称：一体机外壳

Product : Main unit decorative board

实现方案：ABS-M4/PC/ABSER9066NH(65%PCR)

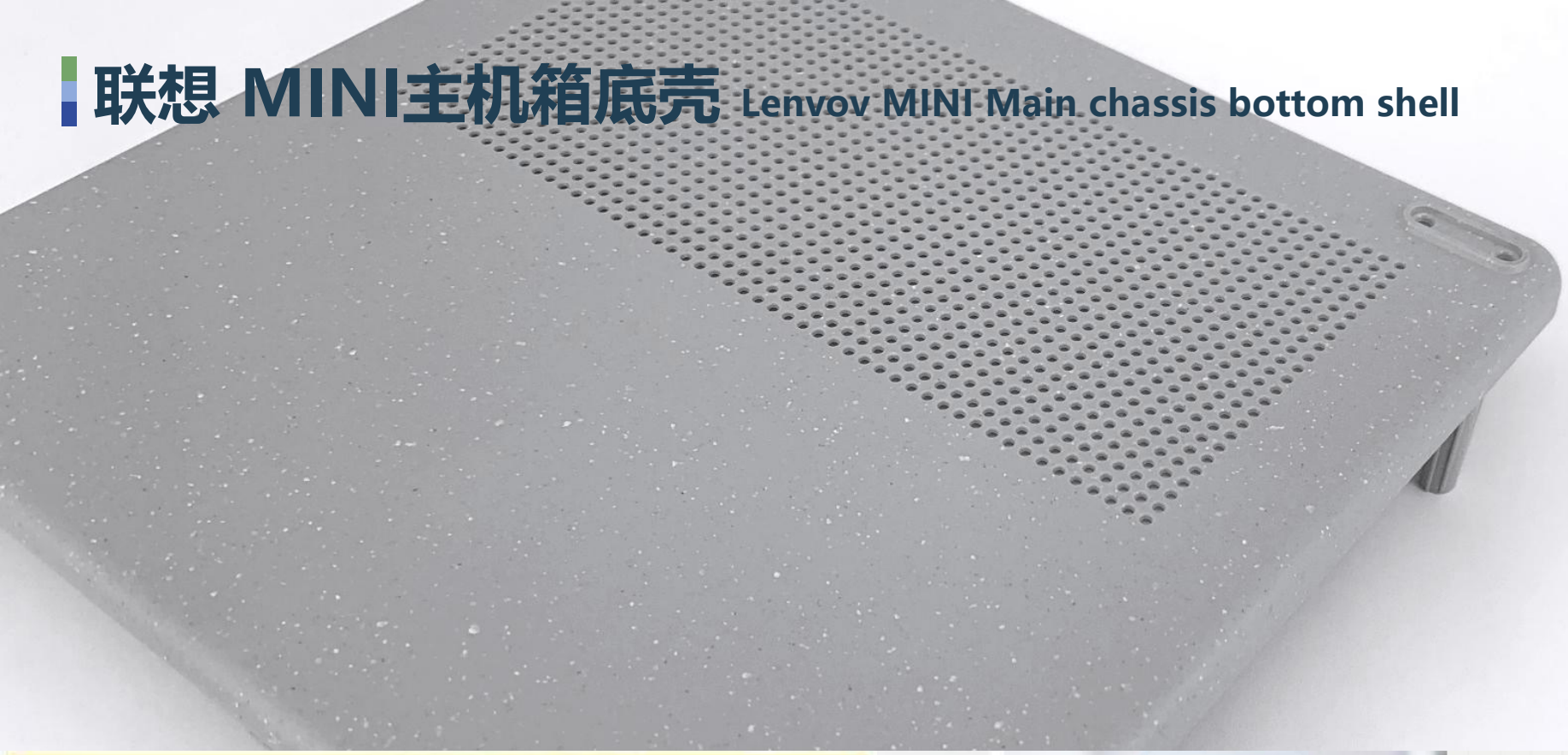
Plan : ABS-M4/PC/ABSER9066NH(65%PCR)

质感效果：自然纹理撒点

Effect : Natural texture scatter

联想 MINI主机箱底壳 Lenvov MINI Main chassis bottom shell

塑可丽 COLORFUL-IN



制件名称：机箱外壳

Product : Chassis shell

实现方案：免喷涂

Plan : No spraying

质感效果：水磨石撒点效果

Effect : Terrazzo dot effect

Acer海洋环保鼠标 Acer Marine Eco-Friendly Mouse

制件名称：海洋环保鼠标外壳

Product : Main unit decorative board

实现方案：ABS-M4(65%PCR)

Plan : ABS-M4(65%PCR)

质感效果：自然纹理撒点

Effect : Natural texture scatter

坚果F3800投影仪 JMGO projector

塑可丽 COLORFUL-IN

制件名称：投影仪外壳

Product :Projector housing

实现方案：免喷涂

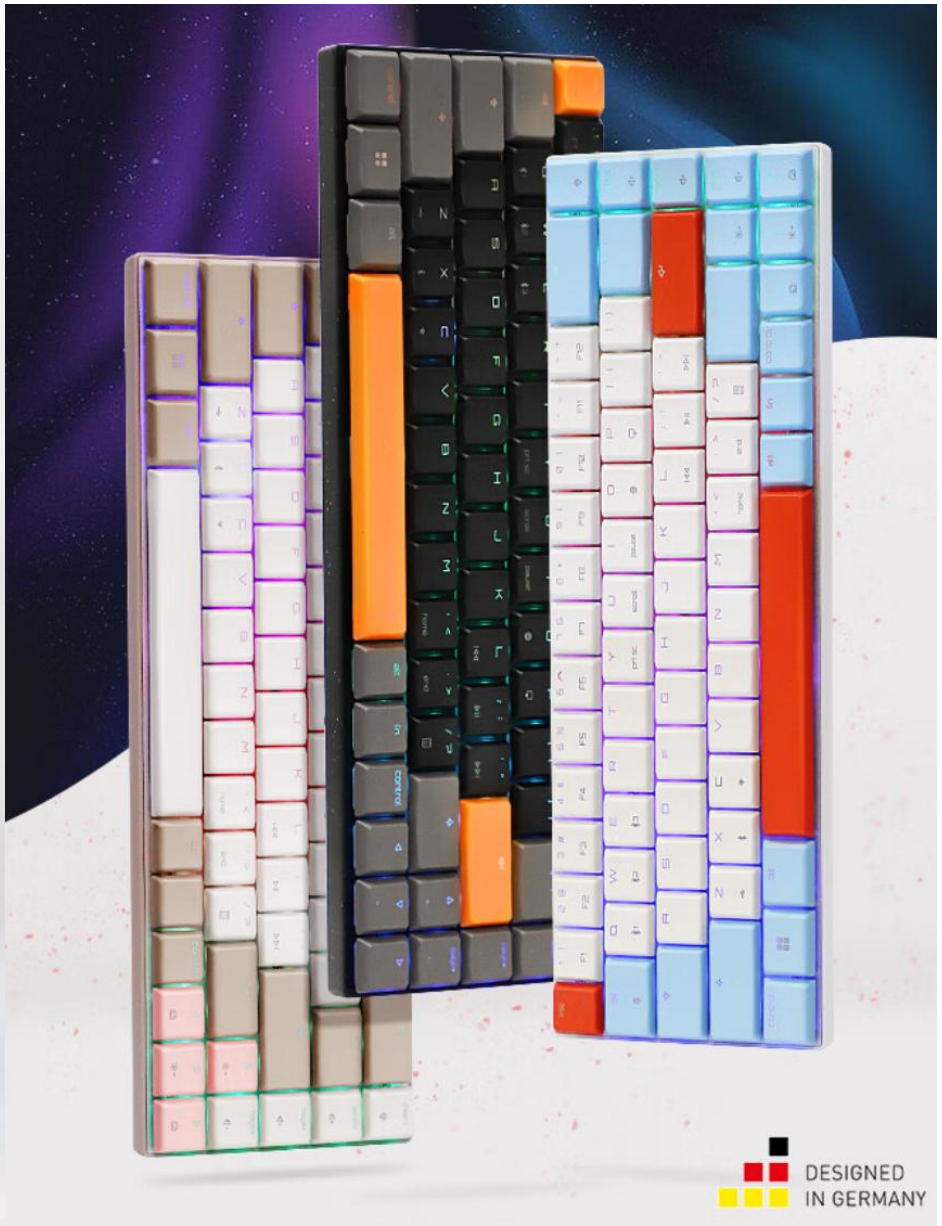
Plan : No spraying

质感效果：自然纹理撒点

Effect : Natural texture scatter

樱桃cherry 键盘 cherry keyoard

塑可丽 COLORFUL-IN



制件名称：键盘底座

Product : Keyboard dock

实现方案：免喷涂

Plan : No spraying

质感效果：自然纹理撒点

Effect : Natural texture scatter

其他效果-应用案例　　（闪烁、透明、光扩散等）

Natural Texture Effects - Application Cases

公牛 开关 BULL Switch

名称Product：装饰开关 Decorative switch

方案Plan：

PC面层+特殊效果内层双色注塑方案

PC surface layer+special effect inner layer two-color injection molding scheeme

PC内层做科技纹处理The inner layer of the PC is treated with technical texture

优点Advantage：

透明面层提高制件的光泽和清澈感Transparent topcoat enhances product gloss and clarity

透明层改善材料的耐刮擦性Taanparent layer improves scratch resistance of the material

特殊效果内层赋予材料特殊质感Special effect inner layer gives the material a special texture

可按要求选择特殊效果内层材料种类、性能及特殊效果，设计性强The type, performance and special effects of special effects inner layer materials can be selected according to needs and the design is strong and can be selected according to requirements.

标杆客户合作

Benchmark customer cooperation

塑可丽 COLORFUL-IN

GM

SAIC 上汽集团 SAIC MOTOR

吉利汽车 GEELY AUTO

BYD

理想

NIO

VOLVO

HYUNDAI

CHERY

广汽集团 GAG GROUP

Yanfeng

WULING

星宇车灯 SHINYE AUTOMOTIVE LIGHTING

NBHX INOAC

……

mi

Lenovo

Alibaba Group 阿里巴巴集团

LG

HIKVISION 海康威视

ECOVACS

SAMSUNG

Haier

GREE 格力

FUJITSU

Hisense

AUX 奥克斯空调

……

塑可丽
COLORFUL-IN

产品就是广告，外观自带流量

THANKS FOR YOUR TIME!

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