



塑可丽介绍及新品应用分享

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

Content

New products and application of Colorful-In®

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Latest application cases

关于美学塑料 塑可丽®

About Aesthetic Plastics Colorful-IN@

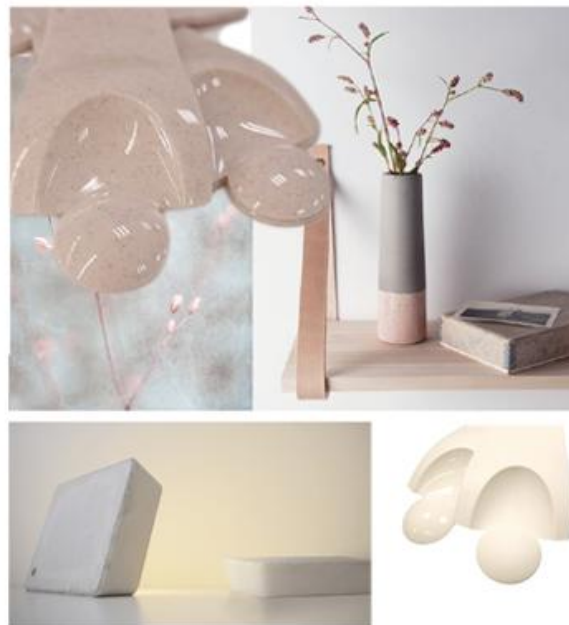
塑可丽
COLORFUL-IN@

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

- > **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

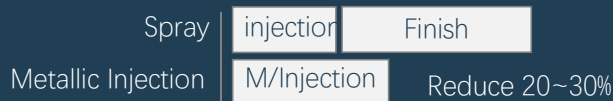
企业 Enterprise

- > 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 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
COLORFUL-IN



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

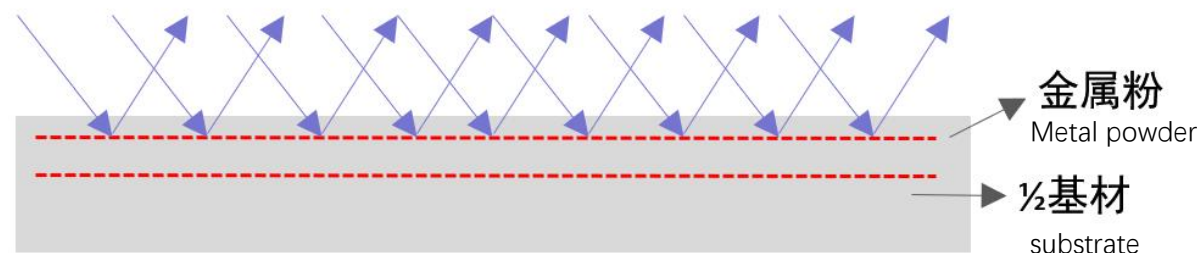


流沙金属效果
Flow sand Metal effect



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

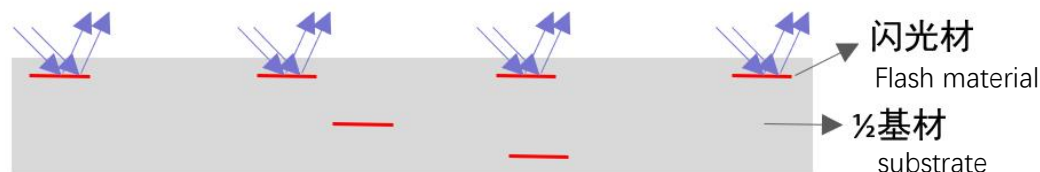
Appearance effect for Colorful-IN®

水晶闪烁效果 Crystal sparkle effect



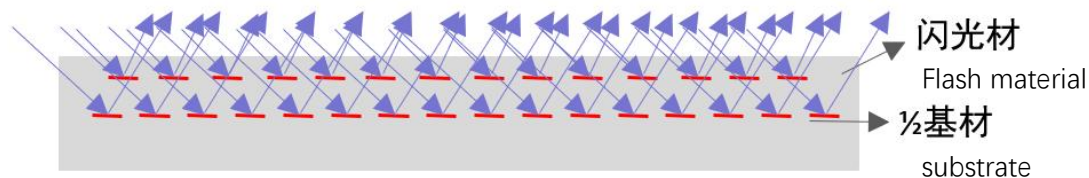
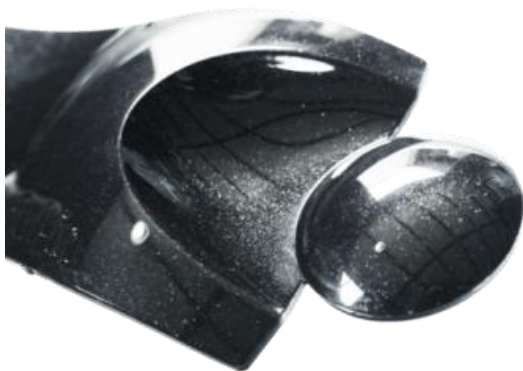
特性解读

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

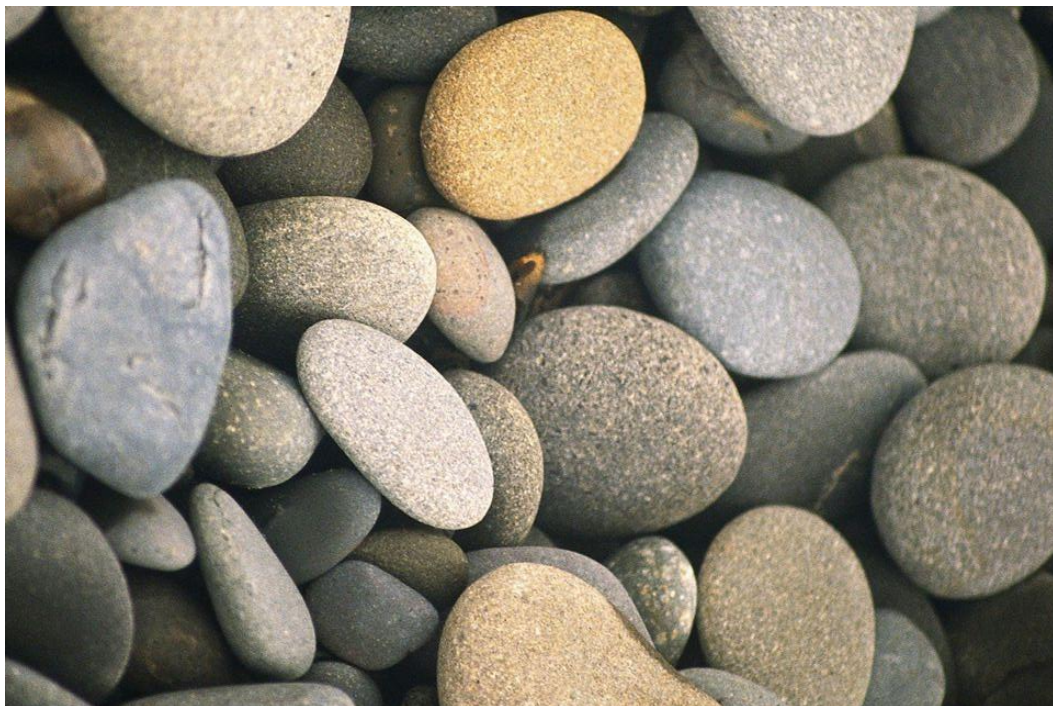
塑可丽® 外观效果 - 自然纹理

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



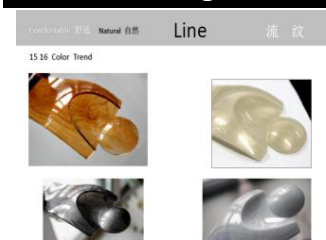
植物 Plant



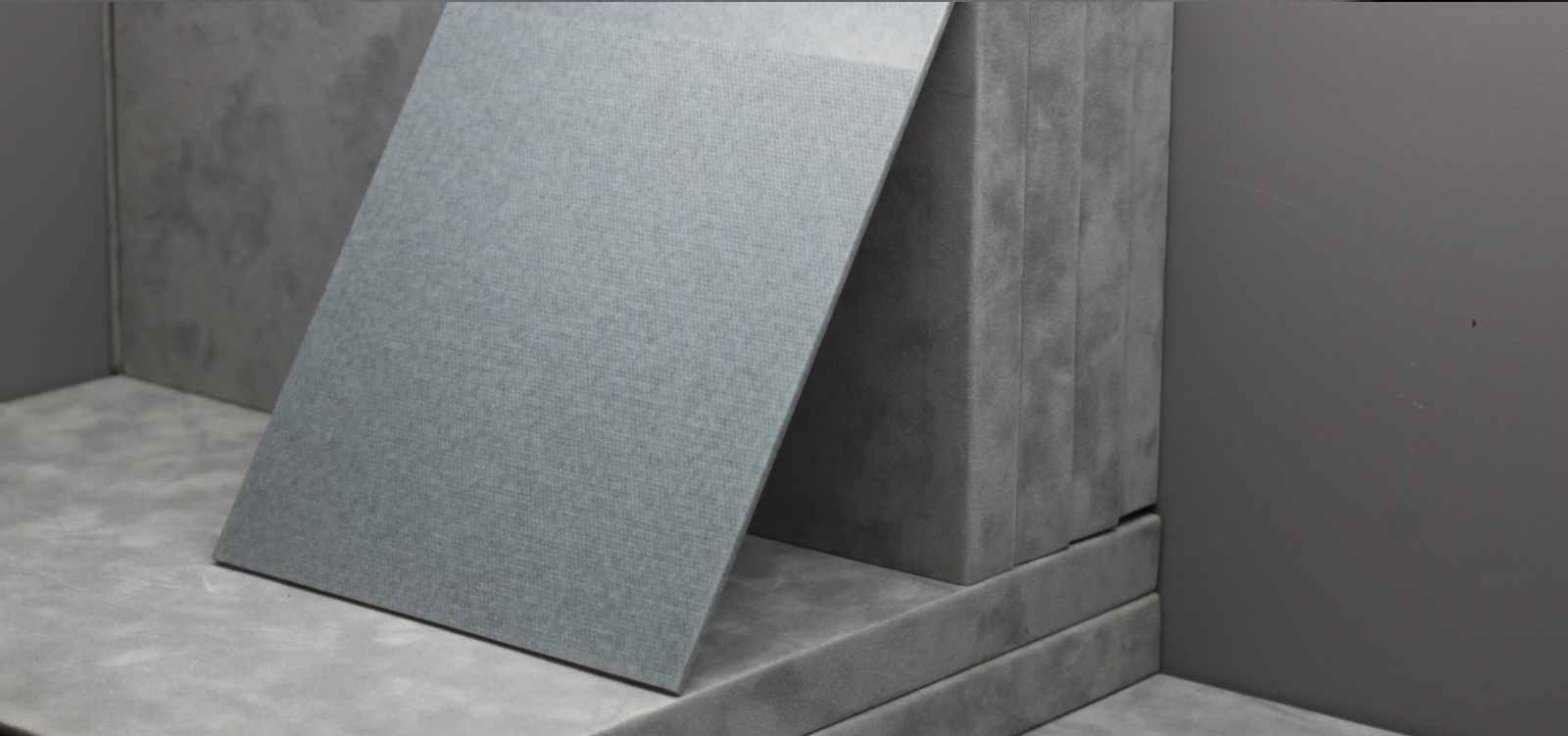
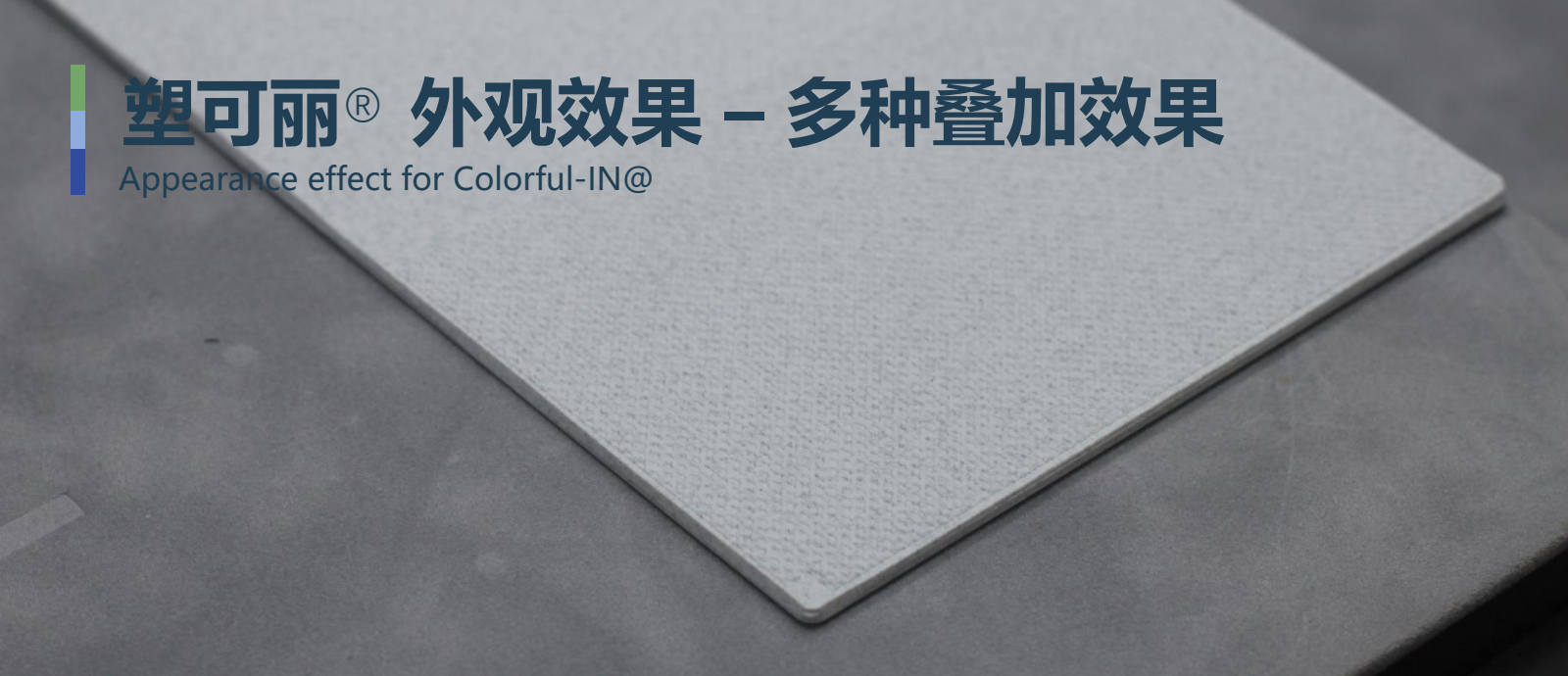
水磨石 Terrazzo



流纹 Flowing veins



 塑可丽® 外观效果 - 多种叠加效果
Appearance effect for Colorful-IN@



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
...

< 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

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 Strategy/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

Analyze 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)

PETG/PET

(virgin PETG:70%,ocean recycled pet:30%)

PP

(5%straw materials added)

* 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.



Nonsense-in-3D-N161-170

This image is for color design reference.

冻感粉&混凝土 — 共生 (2023)

Terrazzo Effect - Neo-symbiotic(2023)



透明ABS+白色撒点

ABS+流纹



CONECTO 凳子

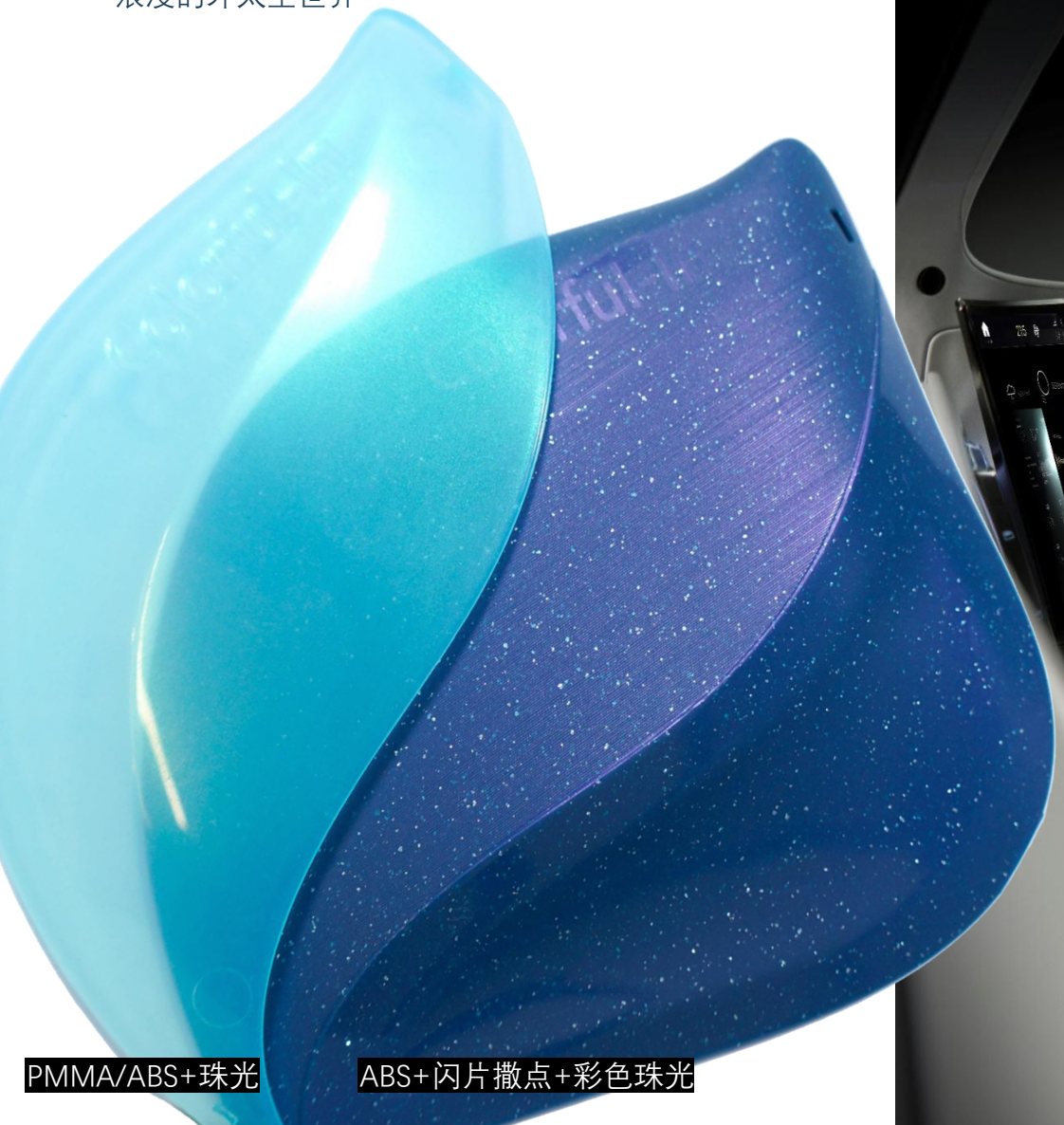
混凝土和树脂的结合有一些特殊之处，硬的和不透明的搭配光和半透明的搭配很难匹配

电光蓝 & 梦境星空 — 光感进化

Electric Blue&Starry Sky - Digital-light evolution

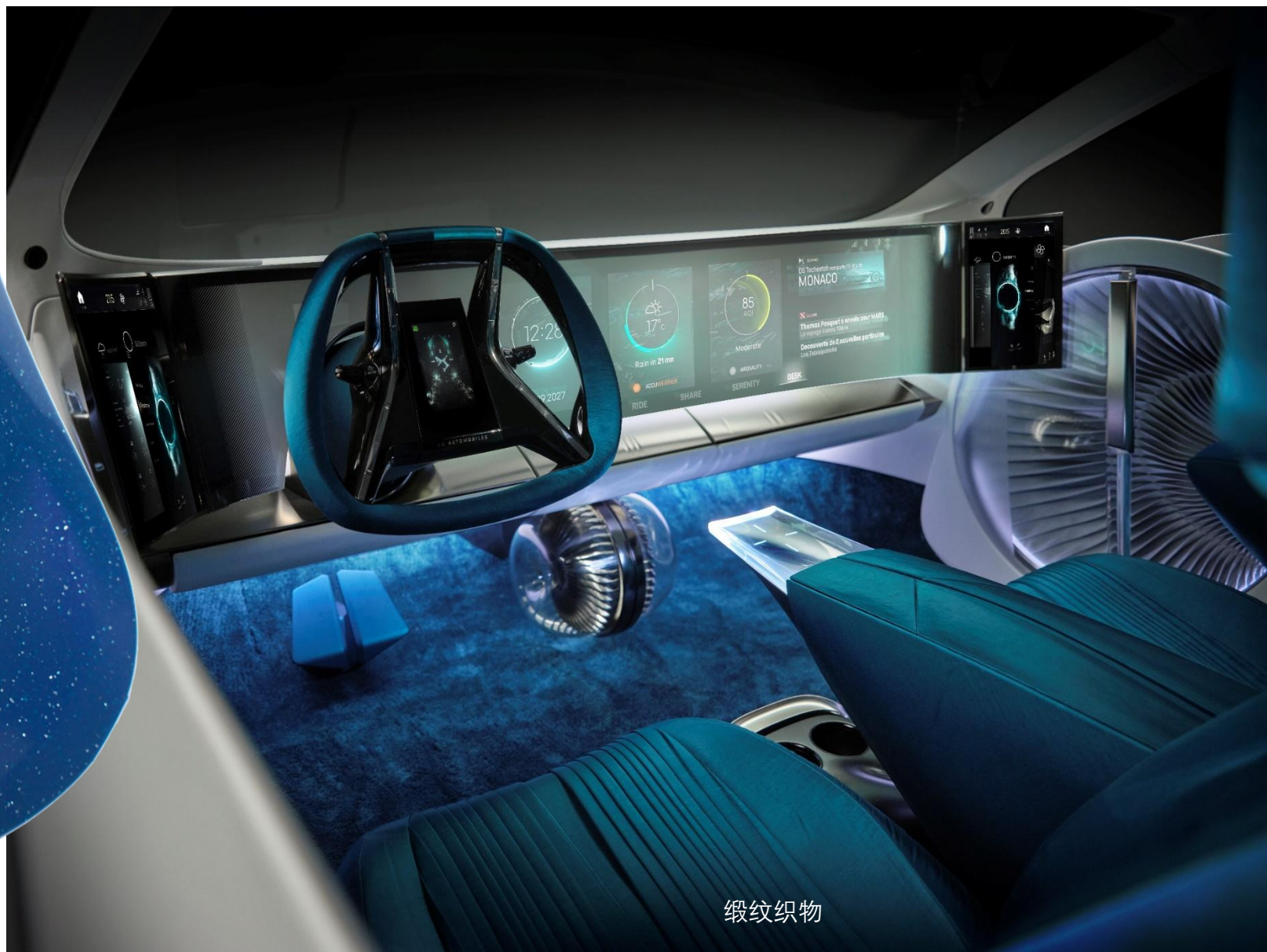
浪漫的外太空世界

DS Manifested M.i 21 Concept



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



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

轻雅曼妙
风随声动



Golden phoenix feather pattern

琉金凤羽纹

如凤羽般的纹路，结合鎏金质感，手拂表面，能感受到图案的细腻凹凸与转折韵律，触感丰富。

材质是区别于常规喷涂的美学塑料，材质环保，颜色细腻富有层次感，给风雅华贵的鎏金凤羽纹带来更为灵动的表面光感。

The material is different from the conventional spraying aesthetic plastic, the material is environmentally friendly, the color is delicate and rich layer sense ,to the elegant golden phoenix feather lines bring a more flexible surface light sense.

似落叶
似羽翼
似飘带
清雅曼妙
悦动风随

Major Appliances
大家电

refrigerators 冰箱
air conditioners 空调
washing machines 洗衣机

kitchen
appliances
厨房家电

electric cookers 电饭煲,
pancake machines 煎饼机,
toasters 烤面包机,

Smart
hardware
智能硬件

speaker 音响

Personal Care
Products
个人护理产品

steamed face machines 蒸脸器
electric toothbrushes 电动牙刷

Automobile
汽车

interior trim parts 内饰
exterior trim parts 外饰

Environment
Appliances
环境电器

Vacuum 吸尘器, Sweeping
Robot 扫地机器人, purifiers 空
气净化器, humidifiers 加湿器

LG 智能鞋柜机 LG Smart shoe cabinet machine



制件名称：鞋柜机外壳

Product : Shoe cabinet machine shell

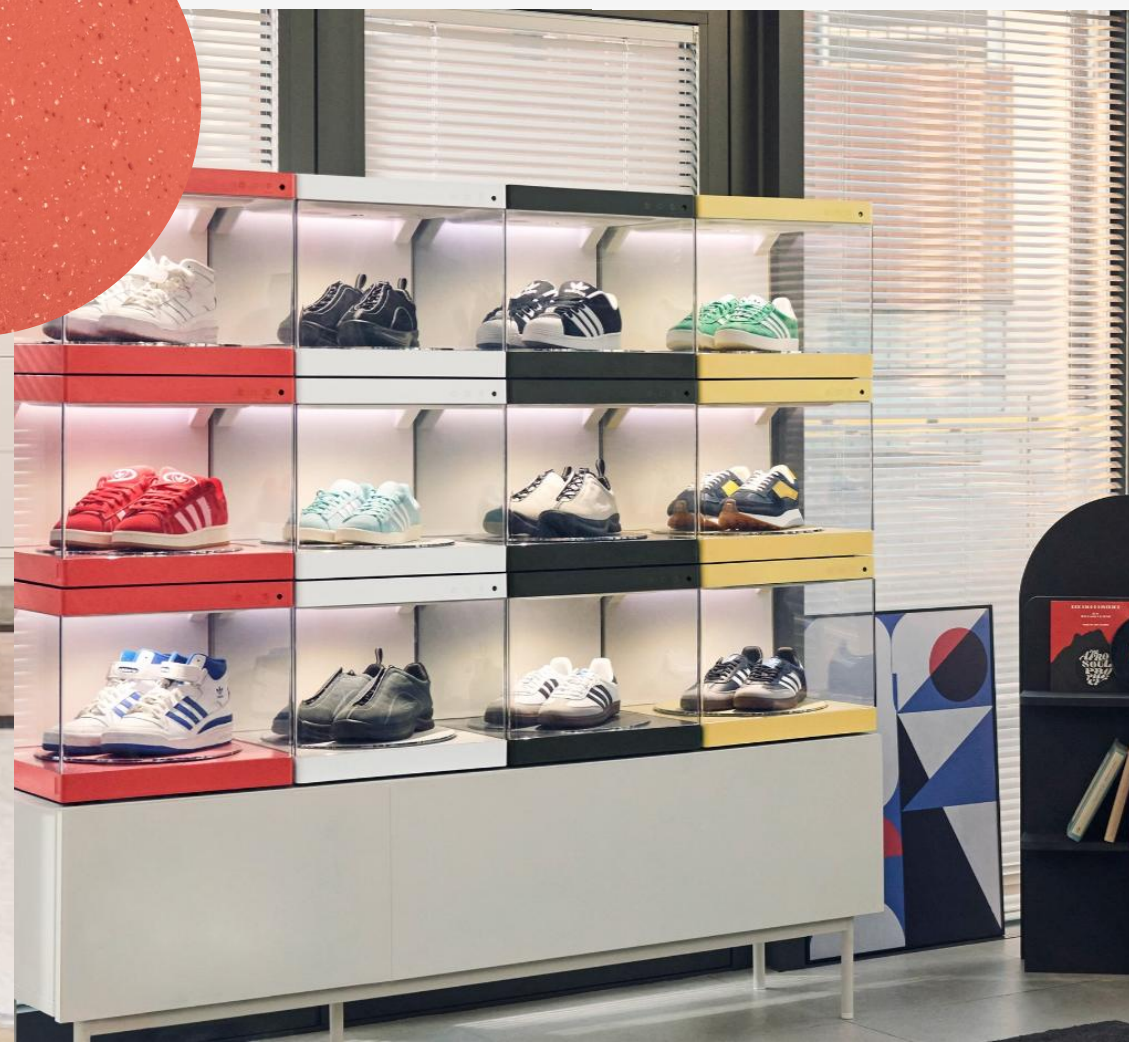
实现方案：免喷涂(35%PCR)

Plan :No spraying(35%PCR)

质感效果：自然纹理撒点效果

Effect : Natural texture scatter

※소비자의 이해를 돕기 위해 연출된 이미지입니다.



宏碁 Acerpure Pro Vero 空气净化器

制件名称：空气净化器

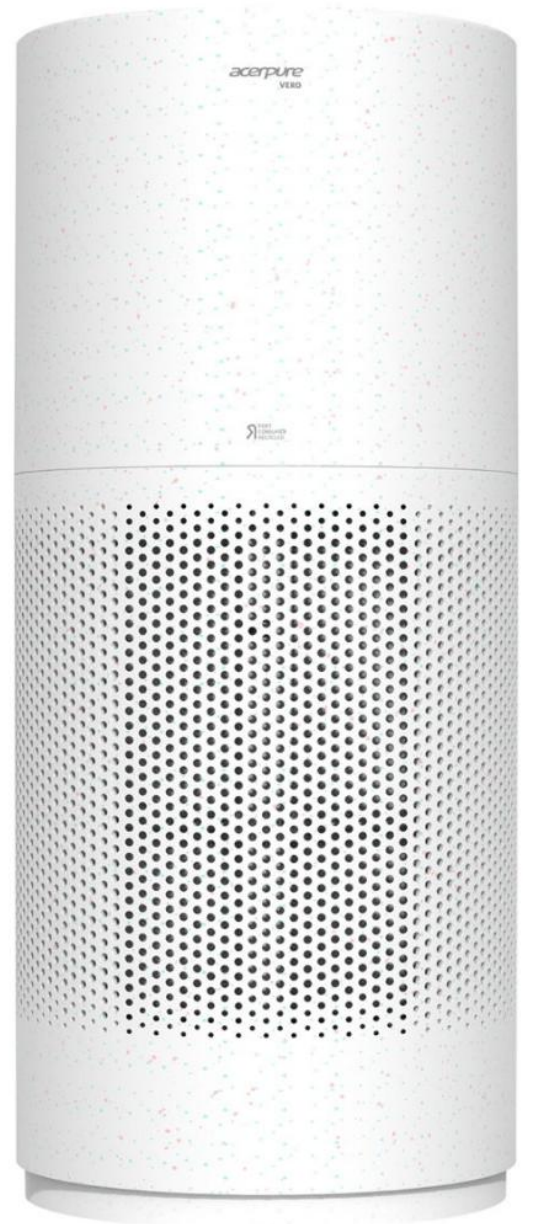
Product : air purifier

实现方案：免喷涂（35%PCR）

Plan : No spraying (35%PCR)

质感效果：自然纹理撒点效果

Effect : Natural texture scatter



制件名称：门铃外壳

Product：doorbell enclosure

实现方案：免喷涂

Plan：No spraying

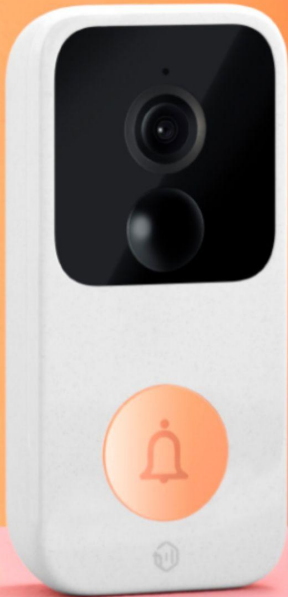
质感效果：自然纹理撒点效果

Effect：Natural texture scatter

天猫精灵妙物 叮零 dlingsmart

智能可视门铃

一拍一看，家装安防小助手



合理设计

考虑实际使用情景，出音孔、USB充电孔合理布局



指尖享受

专业人体工学设计，每次按动都让指尖舒适



室内门铃接收器

防火材料安心用

外观好看，适用家中各种场景，使用安心



创维 臭氧水喷雾瓶外壳

塑可丽
COLORFUL-IN



制件名称：喷雾瓶外壳

Product : spray bottle casing

实现方案：ABS免喷涂

Plan : ABS No-spraying

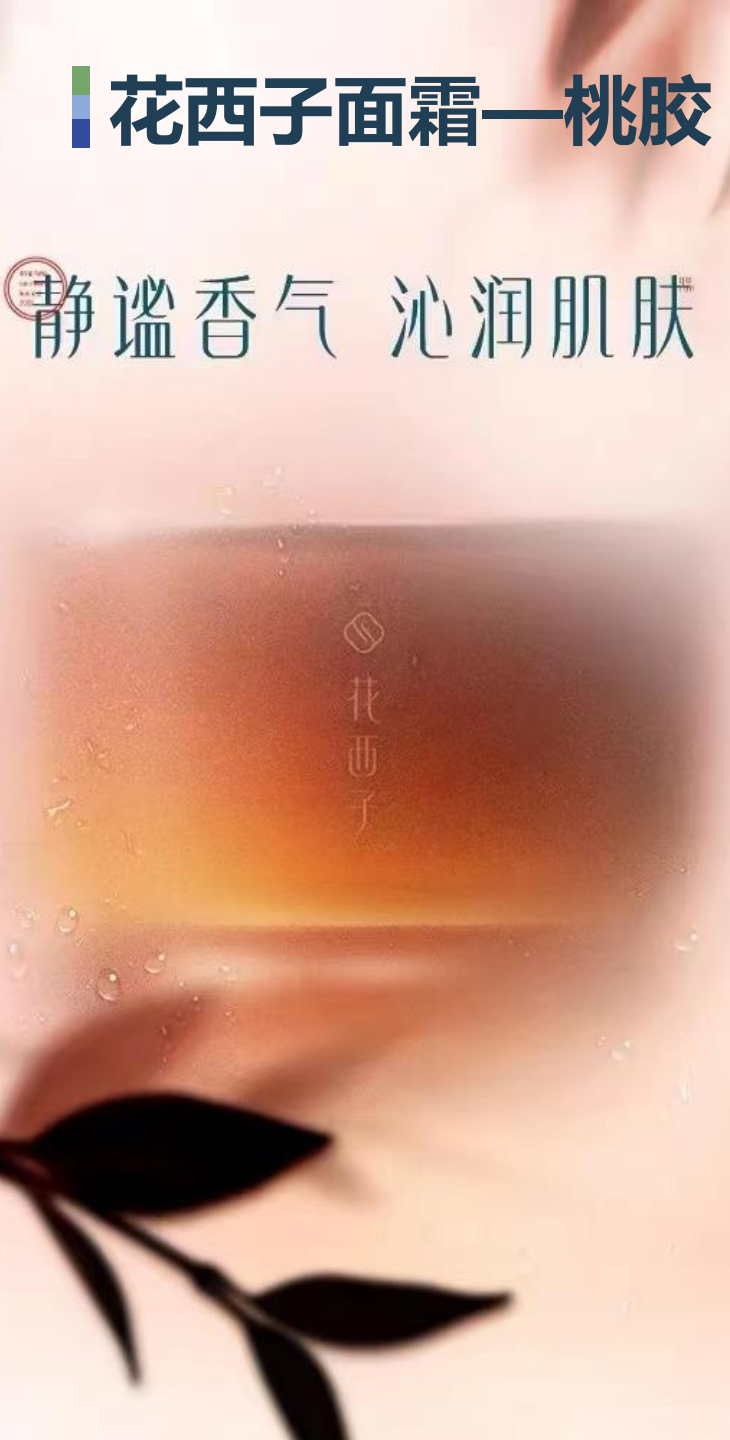
质感效果：自然纹理撒点效果

Effect : Natural texture scatter

来自自来水的即时消毒清洁剂，由自来水制成。臭氧水是一种强大的清洁剂和消毒剂，具有清洁剂、脱脂剂、消毒剂和除臭能力。

花西子面霜—桃胶

静谧香气 沁润肌肤



底妆·贴·锁·养·
一抹贴妆·隐毛孔·



以葫芦之型,承东方风韵



予你:
一器一私享,
一盖一纹理。

制件名称：化妆品外壳

Product :Cosmetic shell

实现方案：免喷涂

Plan : Free spraying

质感效果：自然纹理流纹

Effect : Natural texture Flow



塑可丽
COLORFUL-IN

花西子

STAR 2000

MORE TO LOVE LESS TO WASTE



65%
PCR Materials



VAMT
Mesh Coil



Compact
Form Factor



Silky Touch Feel
Sprinkled Surface



Soft
Mouthpiece



制件名称：电子烟外壳

Product :Projector housing

实现方案：免喷涂65%PCR

Plan : No spraying65%PCR

质感效果：自然纹理撒点

Effect : Natural texture scatter

VOZOL电子烟 Alien 2000系列 VOZOL e-cigarettes



制件名称：电子烟外壳

Product :Projector housing

实现方案：亚克力ABS免喷涂

Plan : Acrylic ABS spray free

质感效果：闪烁效果

Effect : Flicker effect

致远ODM电子烟H41系列



制件名称 : 电子烟外壳

Product : Electronic cigarette shell

实现方案 : 免喷涂

Plan : No spraying

质感效果 : 流纹效果

Effect : Flow

致远ODM电子烟D47B系列

D47B

Disposable Pod

PRODUCT PARAMETERS



7000 Puffs
VAPING PUFFS



500 mAh
BATTERY CAPACITY



13ml
LIQUID CAPACITY



20/50mg
NICOTINE STRENGTH



Type-C
CHARGING DC



42*29*75mm
SIZE



MESH COIL



制件名称：电子烟外壳

Product : Electronic cigarette shell

实现方案：免喷涂

Plan : No spraying

质感效果：流纹效果

Effect : Flow

WAVE电子烟



制件名称：电子烟外壳

Product :Projector housing

实现方案：低温PC+PC/ABS免喷涂

Plan : PC/ABS spray free

质感效果：流纹效果

Effect : Flow effect



WAVE POWERED BY WAVETEC®
8000 PUFFS | USB-C RECHARGEABLE | 18ML | 650MAH | 5% SALT NICOTINE



BERRY BLAST



BLACK ICE



BLUE RAZZ
ICE



CLEAR



KIWI DRAGON
BERRY



LUSH ICE



MINTY ICE



MINTY O'S

DISPLAY PACK = 5 UNITS | MASTER CASE = 20 DISPLAY PACKS

VOZOL电子烟 Alien 2000系列 VOZOL e-cigarettes

塑可丽
COLORFUL-IN



制件名称：电子烟外壳

Product :Projector housing

实现方案：ABS免喷涂

Plan : ABS spray free

质感效果：自然纹理撒点

Effect : Natural texture scatter



SNOW TOP
COFFEE



PEACH MANGO
SMOOTHIE



CEDAR
POMELO



KIWI GUAVA
PASSION FRUIT

< 其他效果-应用案例 (闪烁、透明、光扩散等)

Natural Texture Effects - Application Cases



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 scheme

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Transparent 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





产品就是广告，外观自带流量
THANKS FOR YOUR TIME!



更多信息，欢迎扫码关注

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