



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®

< 美学塑料-塑可丽介绍

Aesthetic Plastics-Introduction to Colorful-In

< 前瞻CMF设计方向

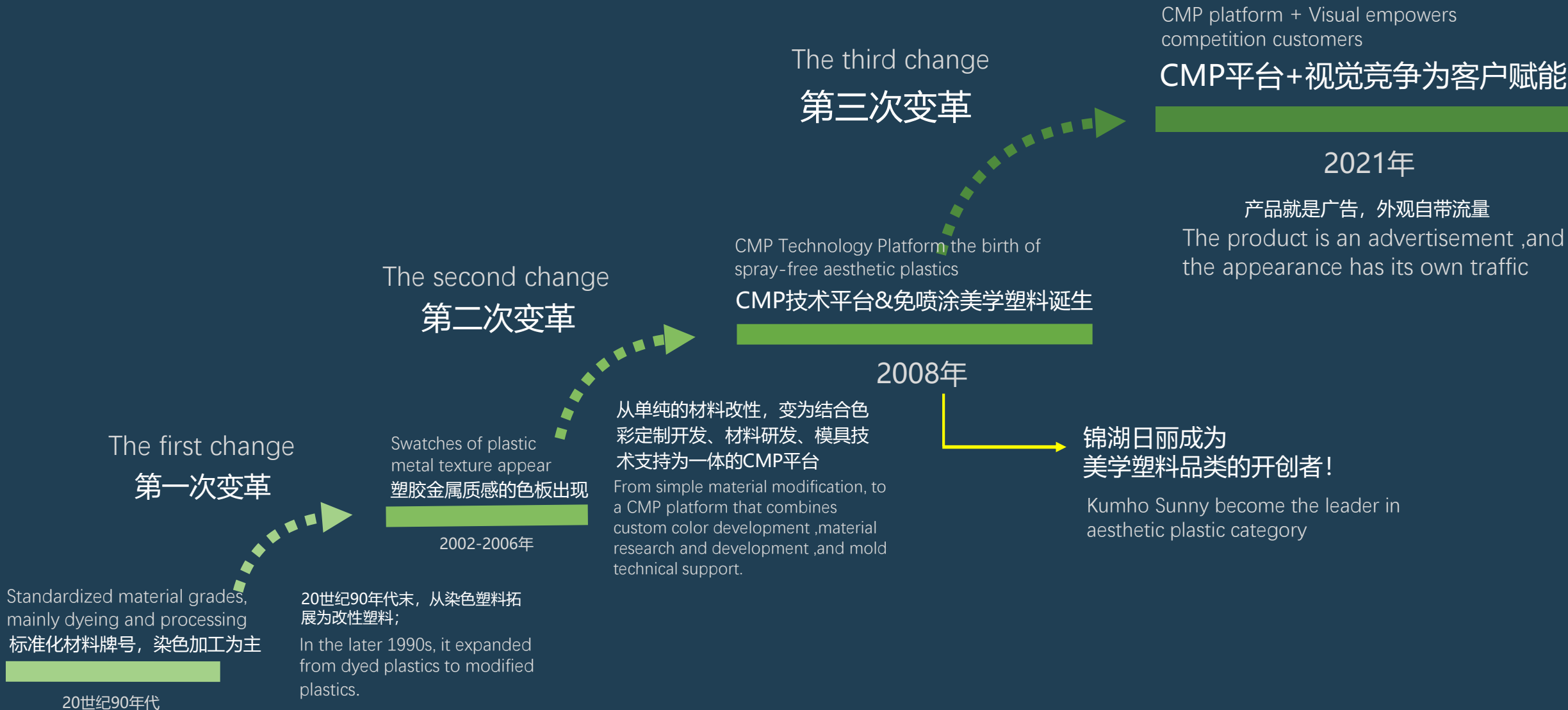
Foresight CMF Design

< 最新应用案例

Latest application cases

美学塑料的诞生及进化史

The Birth and Evolution of Aesthetic Plastics



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%

Spray	injector	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！

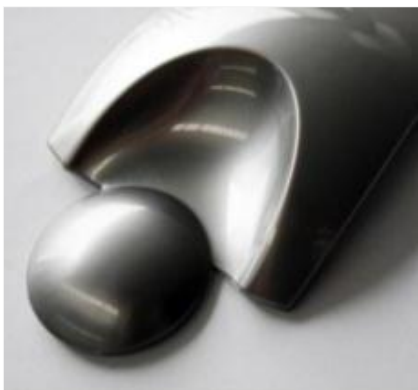
A variety of appearance effects can be achieved , and the design freedom is higher.



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

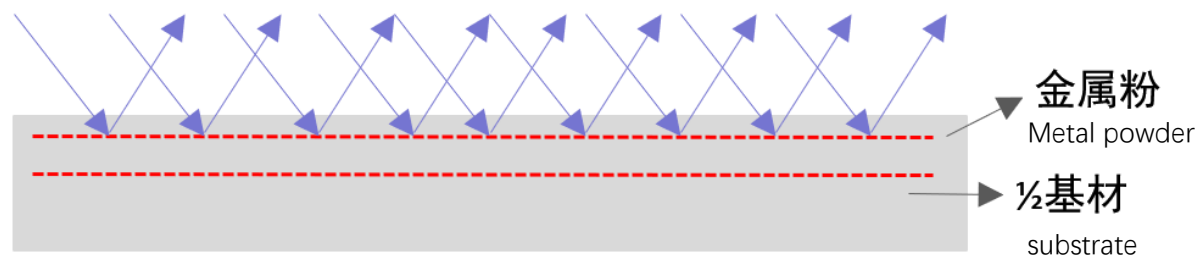


流沙金属效果
Weak metal effect



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

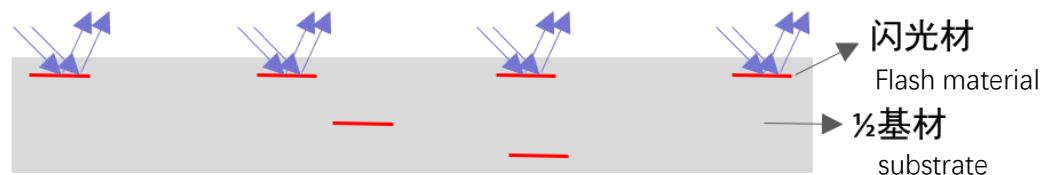
Appearance effect for Colorful-IN@

水晶闪烁效果 Crystal sparkle effect



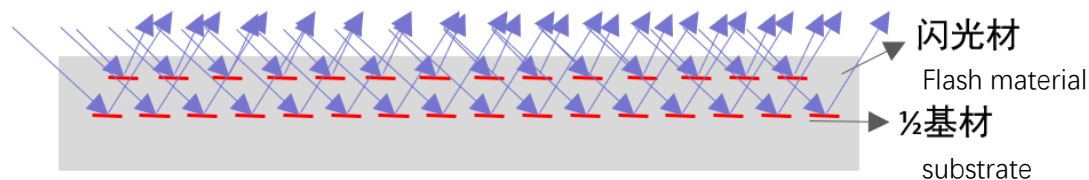
特性解读

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

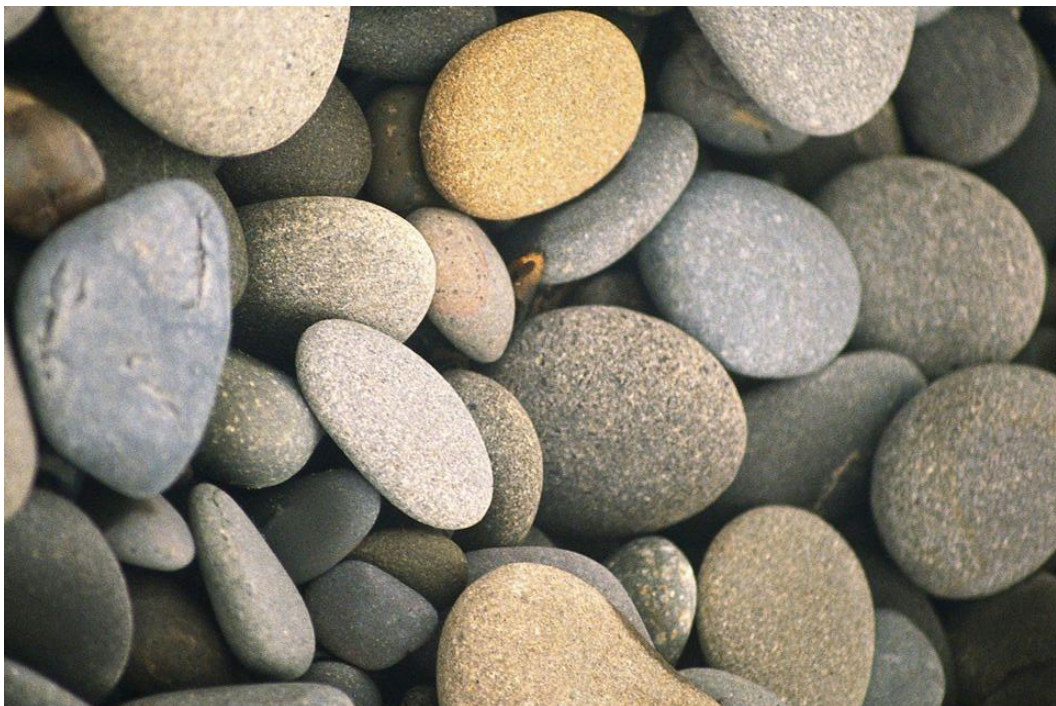
塑可丽® 外观效果 - 自然纹理

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



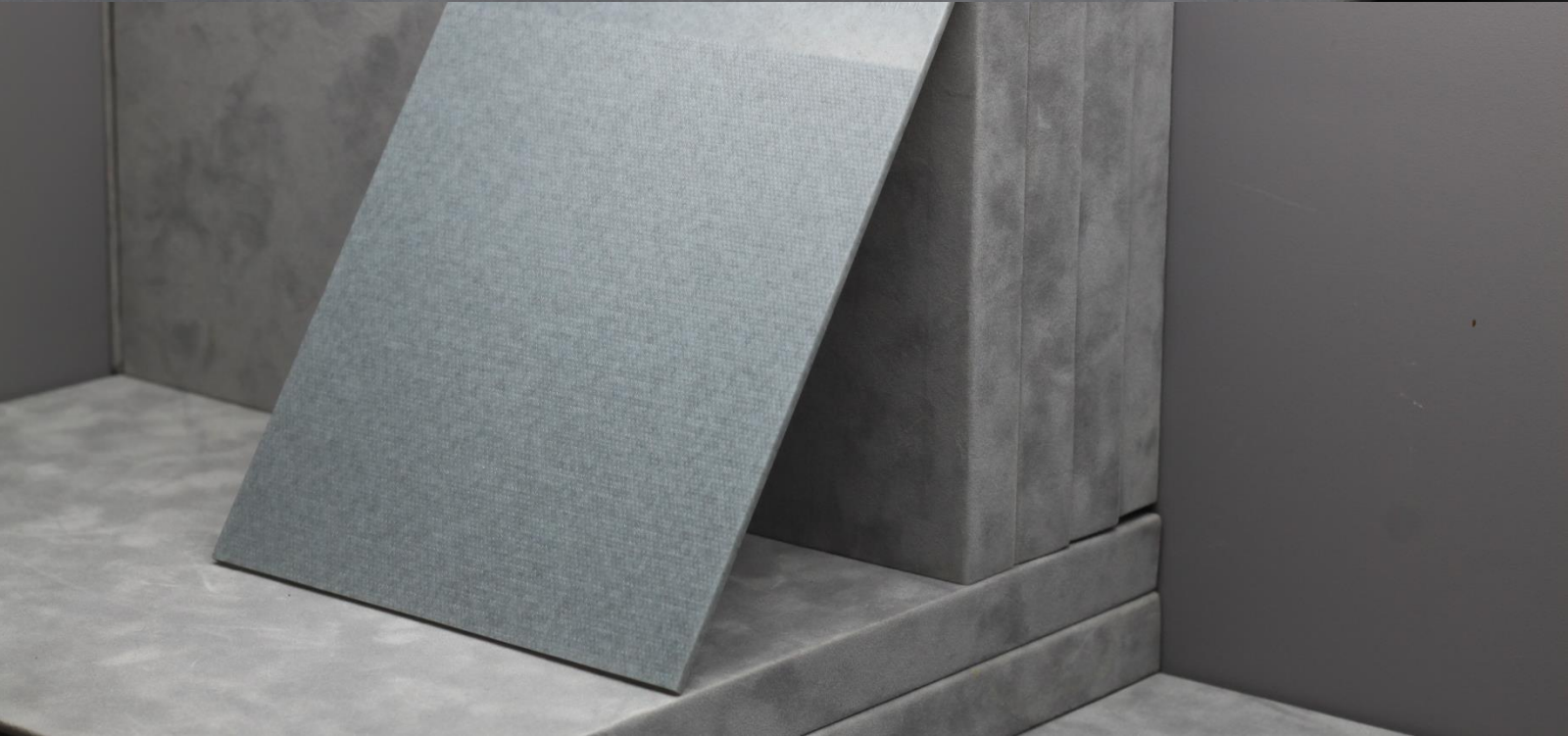
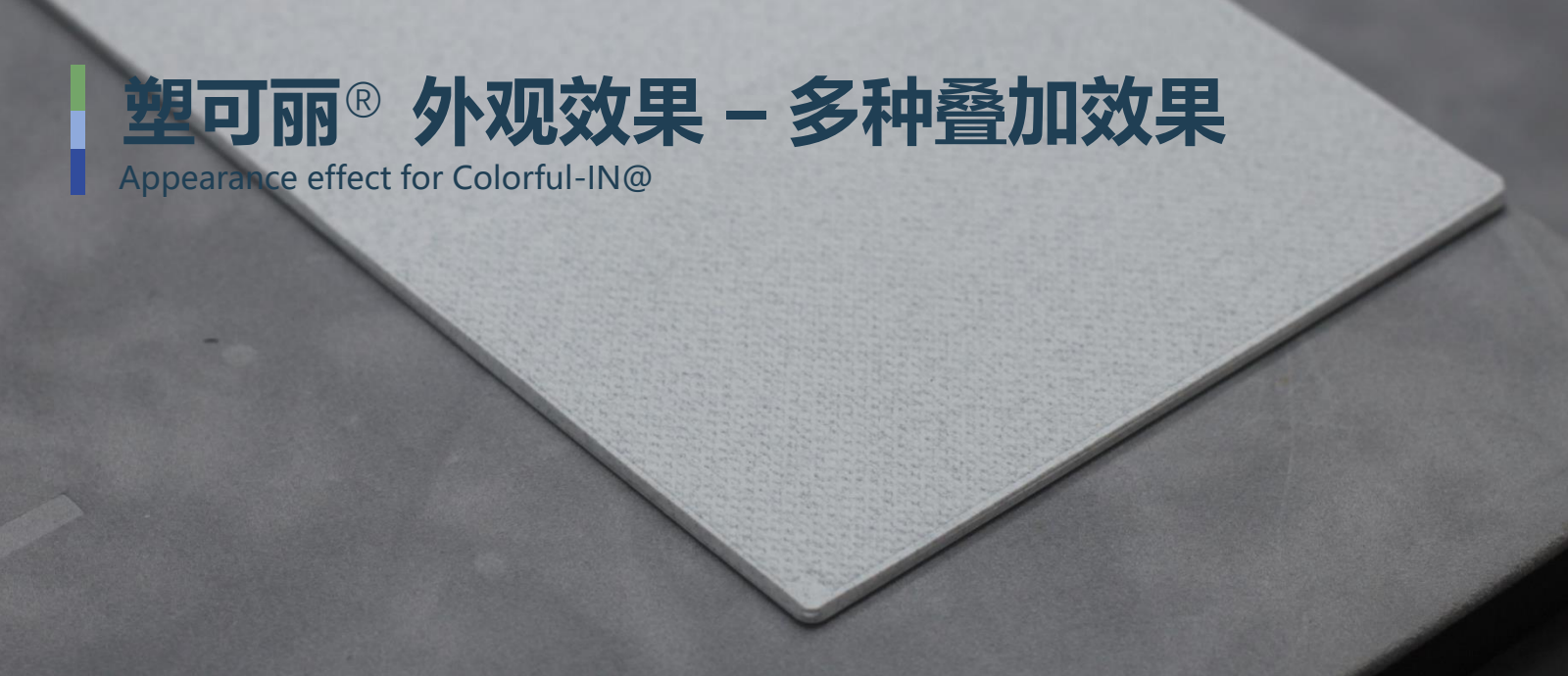
水磨石 Terrazzo



流纹 Flowing veins



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



基于塑料材质的CMF服务

Color Design Service

塑可丽
COLORFUL-3D

2008

2013

2014

2015

2016

2017

2018

2019

2020

2021

2022

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

毛毡藤紫&烟纹石黑 — 赋活空间 (2022)

Fabric Purple & Marble Black - Living Space (2022)



清茶&荞麦 — 情感科技 (2022)

Warm Tea Green & Cork - Emotional Technology (2022)

Colorful-In

PP
(5%straw materials added)

塑可丽
COLORFUL-IN



电光蓝&星空效果—光感进化 (2023)

Electric Blue&Starry Sky - Digital-light evolution (2023)

DS Manifested M.i 21 Concept



哈啰电动车

更智能的电动车

塑可丽
COLORFUL-IN

荧光橙&梦境白 — 玩家态度 (2023)

Fluorescent Orange&Dream White - Player Attitude (2023)



视觉竞争方案 — 引爆产品卖点

Visual competition plan - detonate product selling point

塑可丽
COLORFUL-IN



Lynk Co 01



C: 空气蓝+撒点效果

Air blue + Sprinkle effect

M: 回收PC/ABS、PP+塑可净

Recycle PC/ABA, PP + Plastic Clean

F: 模具腐蚀纹理

The texture of corrosion

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

塑可丽应用领域

Application fields of Colorful-In

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

标杆客户合作

Benchmark customer cooperation

Lenovo



Haier



Hisense



上汽集团
SAIC MOTOR



吉利汽车
GEELY AUTO



FUJITSU





产品就是广告，外观自带流量
THANKS FOR YOUR TIME!



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