



塑可丽介绍及新品应用分享

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

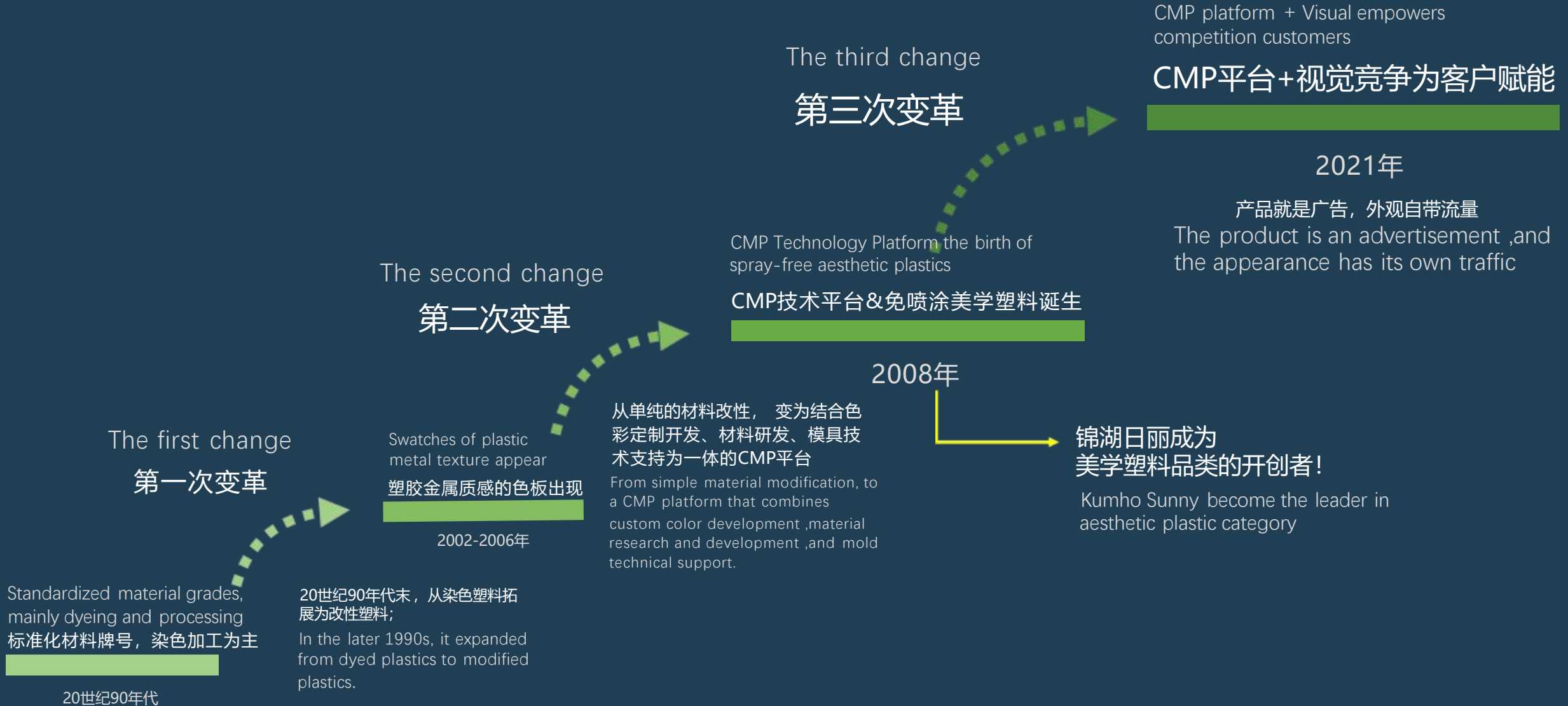
Content

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



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
Metallic Injection



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

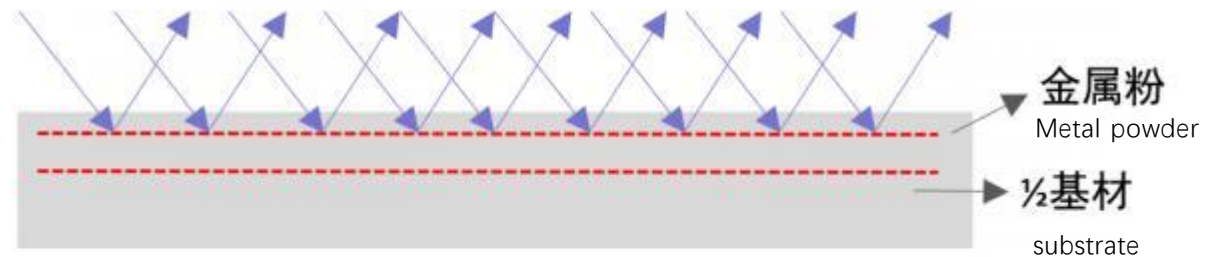


流沙金属效果
Weak metal effect



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

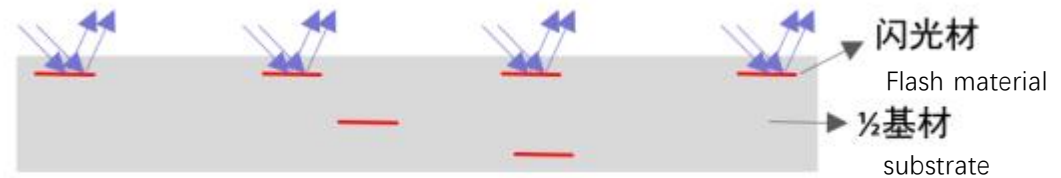


璀璨闪烁效果 Sparkling effect

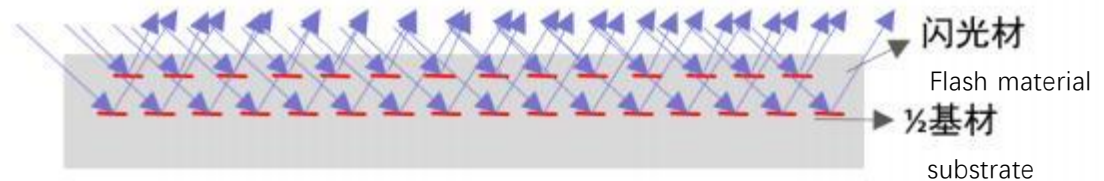


特性解读

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



- > 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



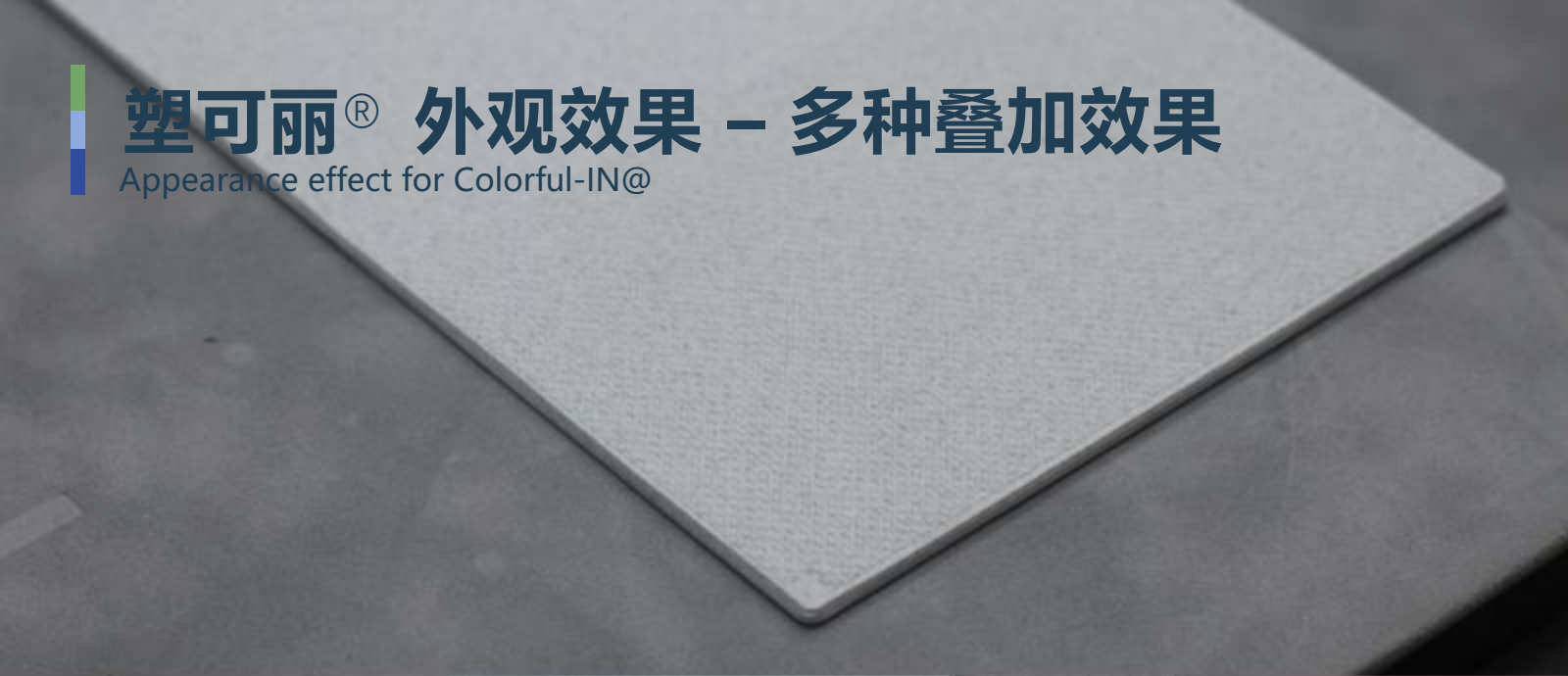
水磨石 Terrazzo



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-IN

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)



PP
(5%straw materials added)



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



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



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

< **塑可丽最新应用案例**
Latest application cases of Colorful-IN

- < **助客户获得大奖案例**
Help customers get more award cases
- < **行业代表应用案例**
Industry representative application case

上汽SAIC 荣威RX5 星光闪耀-荣麟格栅 SAIC grille



塑可丽®星光闪烁注塑格栅
Colorful-In® Starlight flash injection grille

数字化涌现荣麟纹理
Digital emerging RONGLIN texture

星耀龙鳞格栅

上下连通的超大格栅，迅猛犀利，
点缀星耀闪亮细节，如同星河闪耀，
“PERFORMANCE”（性能）标识个性十足，
从整体到细节，威严大气，极具张力。



全新 RX5 ePLUS

制件名称：汽车外饰格栅

Product : The exterior of the car is grille

实现方案：参数化纹理+免喷涂

Plan : parametric and texture + No spraying

质感效果：弱金属效果

Effect : weak metal



制件名称：汽车外饰格栅

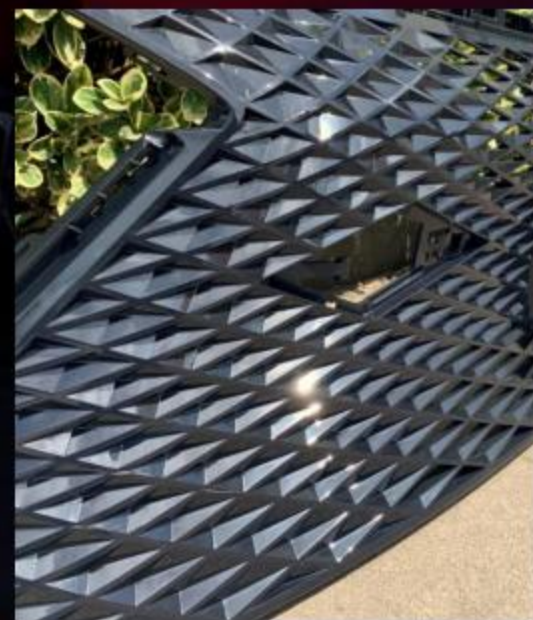
Product：The exterior of the car is grille

实现方案：参数化纹理+免喷涂

Plan：parametric and texture + No sprayin

质感效果：弱金属效果

Effect：weak metal





吉利银河L7车灯组件

制件名称：车灯支架饰框

Product : headlight bracket trim

实现方案：塑可丽® PC-M

Plan : Colorful-in PC-M

质感效果：金属效果

Effect : Metal effect



吉利银河L7 IP门板

制件名称：IP 门板饰条

Product：IP door panel

实现方案：PC+PC/ABS

Plan：Colorful-in PC+PC/ABS

质感效果：双色注塑

Effect：Two-color injection molding

晶耀星环光幕氛围灯

256色流光幻彩效果，3D纹理辅光板，采用立体浮雕双色注塑工艺，视觉效果更为通透，实现一眼两亿光线的沉浸式包裹氛围感

棉花糖座椅

配合2785mm的超大轴距，释放出了630mm副驾腿部空间

吉利 豪越前后保

制件名称：前后保

Product : Bottom guard

实现方案：塑可丽® PP20T-M

Plan : Colorful-in PP20T-M

质感效果：金属效果

Effect : Metal effect



现代 边梁、后保



制件名称：边梁、后保

Product : Side Beam, Rear Guard

实现方案：塑可丽® PP10T-M

Plan : Colorful-in PP10T-M

质感效果：金属效果

Effect : Metal effect

雪佛兰 空调出风口 门板



制件名称：空调出风口、门板

Product : air conditioner outlet, door panel

实现方案： PC+PMMA/ABS

Plan : PC+PMMA/ABS

质感效果： 双色注塑

Effect : Two-color injection molding

吉利 熊猫mini 扶手 GELLY armrest

制件名称 : 内饰门扶手

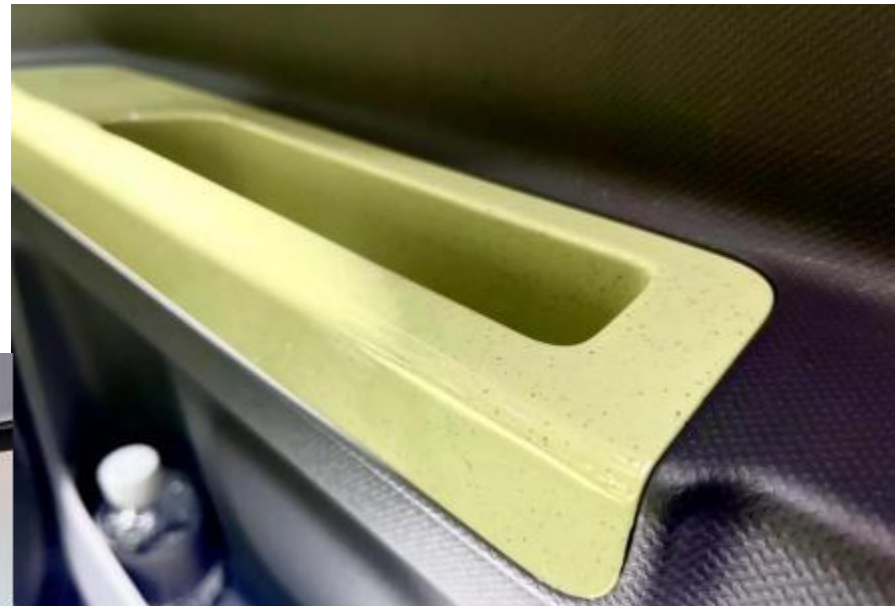
实现方案 : 免喷涂

质感效果 : 自然纹理撒点效果

Product : interior door armrest

Plan : No spraying

Effect : Natural texture scatter



荣威 i5 上饰板 ROEWE i5 CONSOLE

制件名称 : console上饰板

Product : upper panel

实现方案 : 免喷涂

Plan : No spraying

质感效果 : 微闪效果

Effect : shimmer effect

黑棕



制件名称：内饰顶灯饰圈 HAC-M

Product : Interior decorative ring of dome light

实现方案：免喷涂

Plan : No spraying

质感效果：闪烁效果

Effect : crystal



五菱 内饰门板

WULING interior door panel

ABS-HM



内饰A柱 Interior A-pillar

汽车A柱
仿织物纹理 PP20T-M
textile texture



上汽大众 雾灯罩 SAIC Volkswagen fog light cover



璀璨闪烁效果
Sparkling effect



幻彩效果
colorful effect

M1600	M1600
<p>优点: 高耐候，上汽自测满足耐候标准； 耐刮擦 质感较细腻； 高性价比</p>	<p>advantage: High weather resistance, SAIC self-test meets the weather resistance standard; Scratch resistant more delicate texture; cost-effective</p>
<p>注意点: 注意材料的卡扣等韧性要求高部位</p>	<p>be careful: Pay attention to parts with high toughness requirements such as buckles of materials</p>
<p>应用方向: 耐候要求高 制件形状复杂</p>	<p>Application direction: High weather resistance requirements The shape of the workpiece is complex</p>

内饰饰板 interior trim



ABS-HM	ABS-HM
<p>特点: 高耐热; 满天星闪烁+撒点效果; 耐候好, 通过长城内饰耐候84周期; 高性价比;</p>	<p>Features: high heat resistance; Starry sky twinkling + sprinkle effect; Good weather resistance, 84 cycles of weather resistance through the interior of the Great Wall; cost-effective;</p>
<p>注意点: 光面不耐刮擦 结合皮纹使用更佳</p>	<p>be careful: Glossy surface is not scratch resistant It is better to use with skin texture</p>
<p>应用方向: 内饰饰条等</p>	<p>Application direction: Interior trim, etc.</p>

内饰IP饰条- 免喷涂+水转印

Interior IP decorative strip - spray-free + water transfer printing

主机厂：上汽(华伟)

OEM： SAIC (Huawei)

产品名称： IP饰条

Product Name : IP trim

材料： PC/ABSHAC8260 KI989273

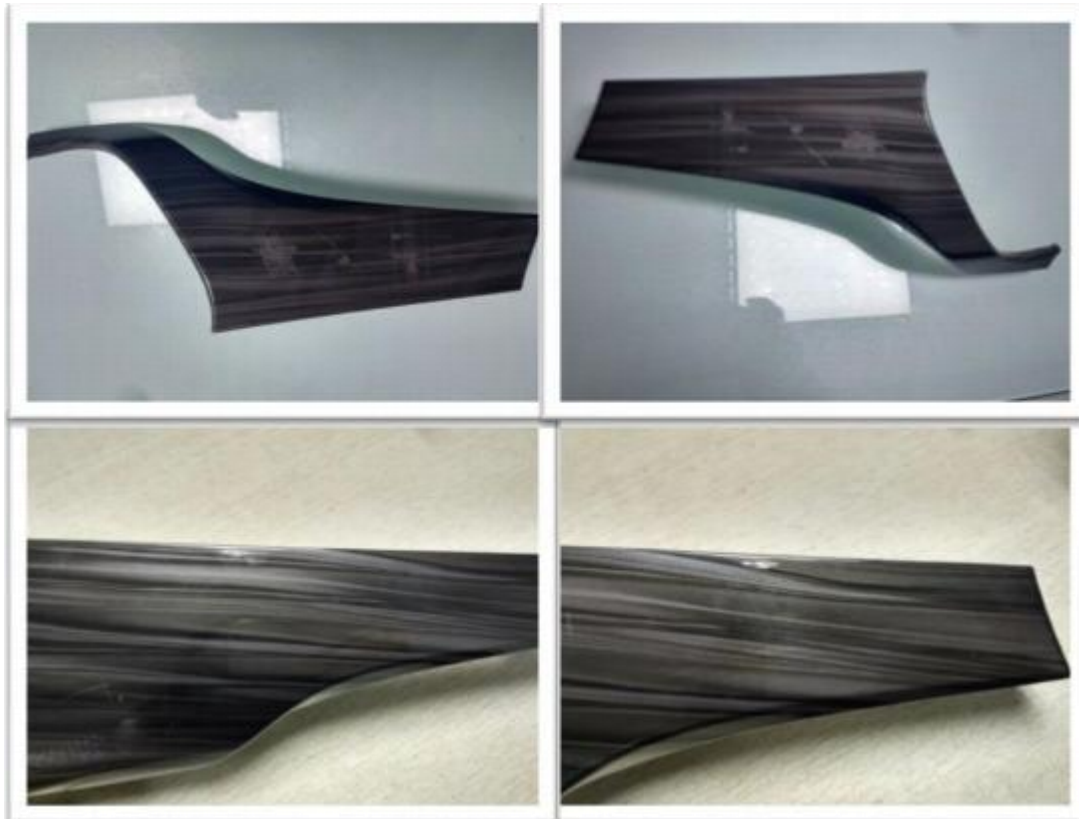
Material: PC/ABSHAC8260 KI989273

现方案： 免喷涂+水转印+清漆

Current solution: spray-free + water transfer printing + varnish

原方案： 毛坯件+底漆+色漆+水转印+清漆

Original plan: rough parts + primer + color paint + water transfer printing + varnish



塑可丽®HAC-M

COLORFUL-IN®HAC-M

优点:

加工性能好;
质感较细腻;
高性价比
热焊接

Advantage:

Good processing performance;
More delicate texture;
Cost-effective heat welding

注意点:

注意材料的卡扣等韧性要求高部位

be careful:

Pay attention to parts with high toughness requirements such as buckles of materials

小鹏 汽车行李箱边角



reddot winner 2021



材料: PC/PBT

优点:
韧性好
耐刮擦
耐热好
质感较细腻;
高性价比

注意点:
结构依赖较高, 注意流痕等
外观问题

应用方向:
高韧性、高耐热等要求的汽
车内饰或者周边产品

广汽 A55 钥匙壳



材料: PC-M

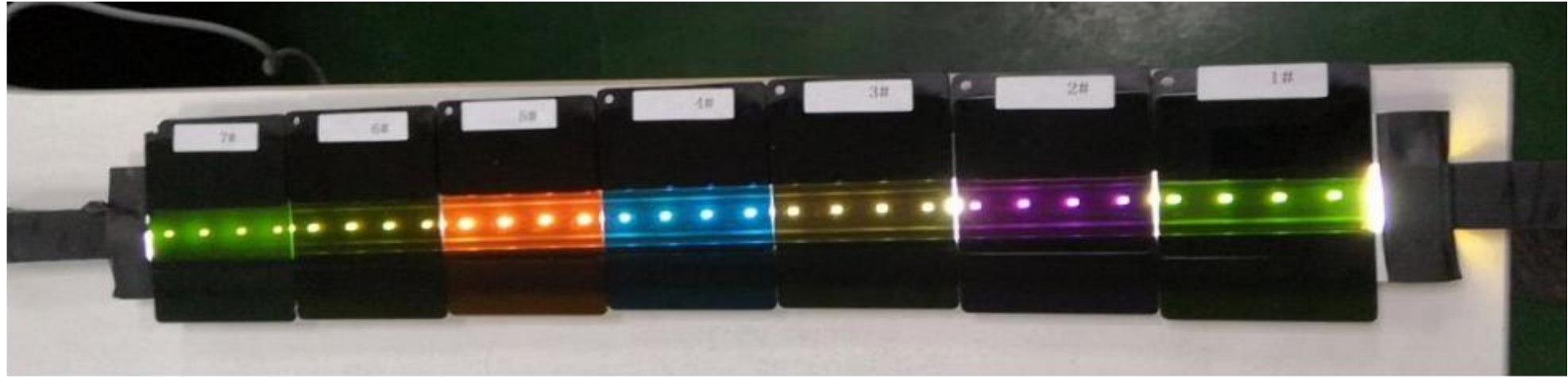
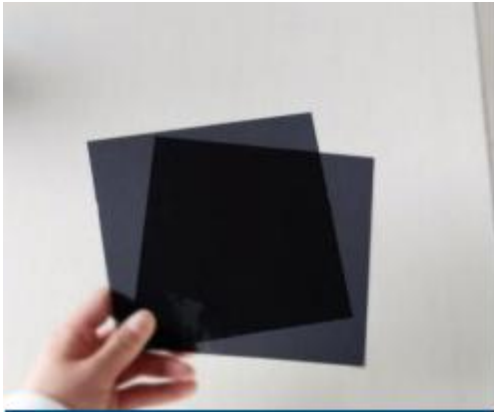
特点:
加工性能好;
高性价比;
双色注塑与金属效果的组合赋予材料特殊的质感。

注意点:
结构依赖较高, 注意流痕等外观问题。

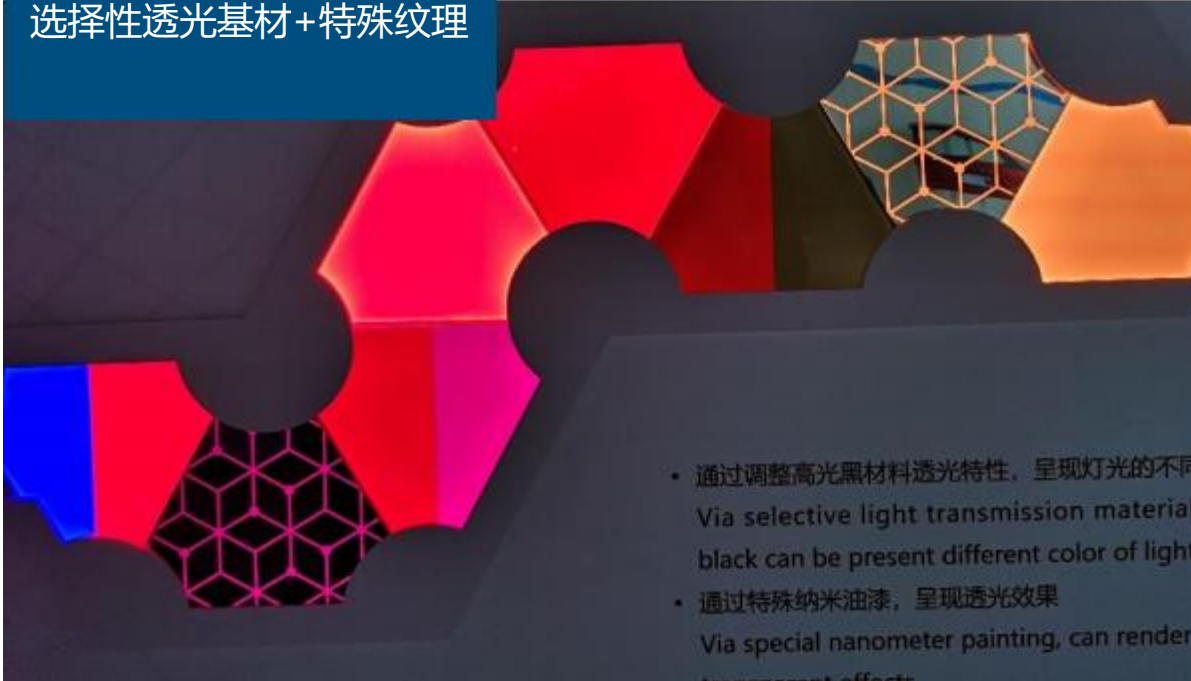
应用方向:
双色注塑外饰和内饰金属质感的饰框、饰条等。

塑可丽®外观效果-透明/半透

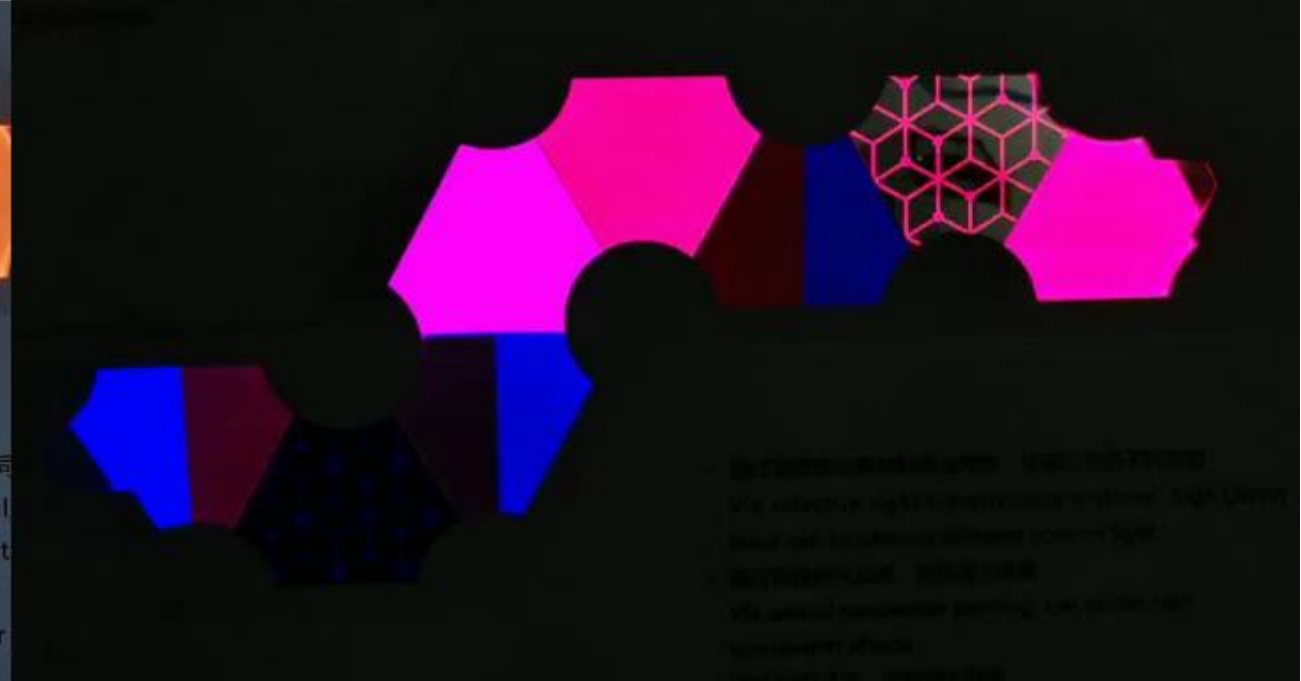
Appearance effect for Colorful-IN



选择性透光基材+特殊纹理



- 通过调整高光黑材料透光特性，呈现灯光的不同
Via selective light transmission material, black can be present different color of light
- 通过特殊纳米油漆，呈现透光效果
Via special nanometer painting, can render transparent effects



- 通过调整高光黑材料透光特性，呈现灯光的不同
Via selective light transmission material, black can be present different color of light
- 通过特殊纳米油漆，呈现透光效果
Via special nanometer painting, can render transparent effects

塑可丽®外观效果-透明/半透

Appearance effect for Colorful-IN

透明材料+彩色+科技纹理



哈罗 B35电动车座桶 HELLO electric seat bucket

塑可丽
COLORFUL-111



制件名称：电动车座桶

Product : Electric car seat bucket

实现方案：免喷涂

Plan :No spraying

质感效果：透明高彩荧光效果

Effect :Transparent high-color fluorescence effect



派电 电摩外壳 PAI-DM2

制件名称：电摩外壳

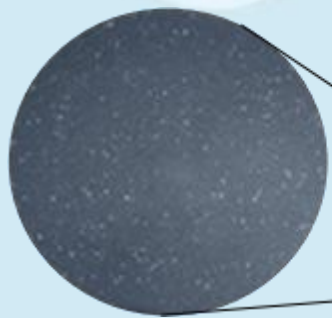
Product : Electric motorcycle housing

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



塑可丽
COLORFUL-IN

春风动力沙滩车 CFORCE 450 L ATV

塑可丽
COLORFUL-IN

制件名称：沙滩车外壳

Product : Electric motorcycle housing

实现方案：免喷涂

Plan : No spraying

质感效果：闪烁效果

Effect : crystal



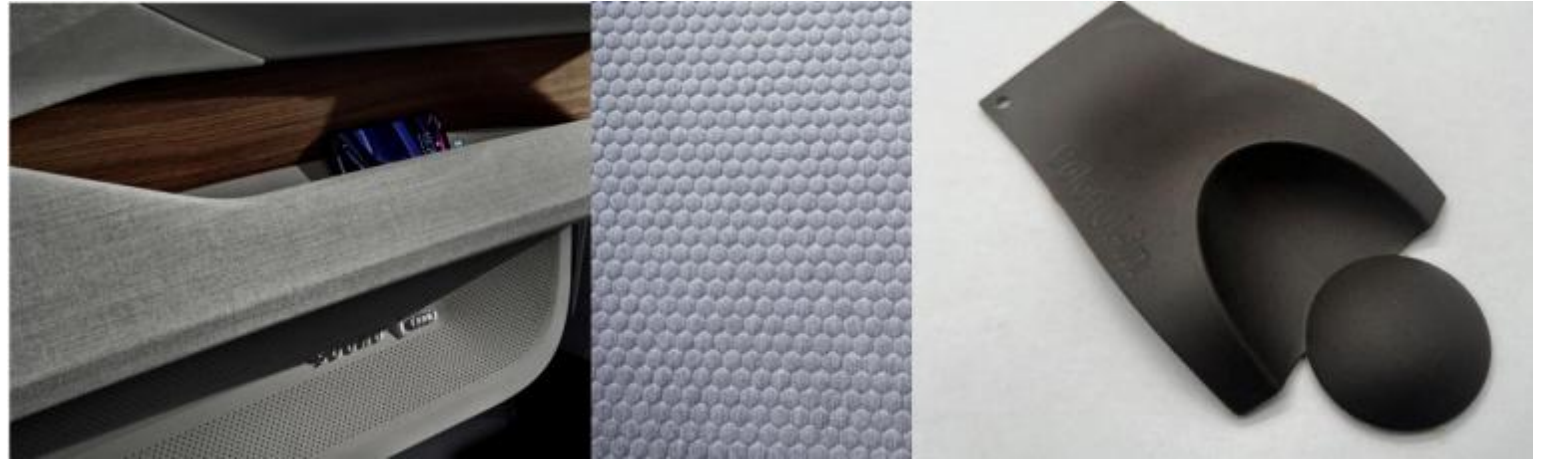
汽车内饰-美学塑料-未来展望

Automotive Interiors - Aesthetic Plastics - Future Outlook

家居化-自然织物效果/环保概念效果
Home Furnishing-Natural Fabric Effect/Environmental Protection Concept Effect



蔚来ET5



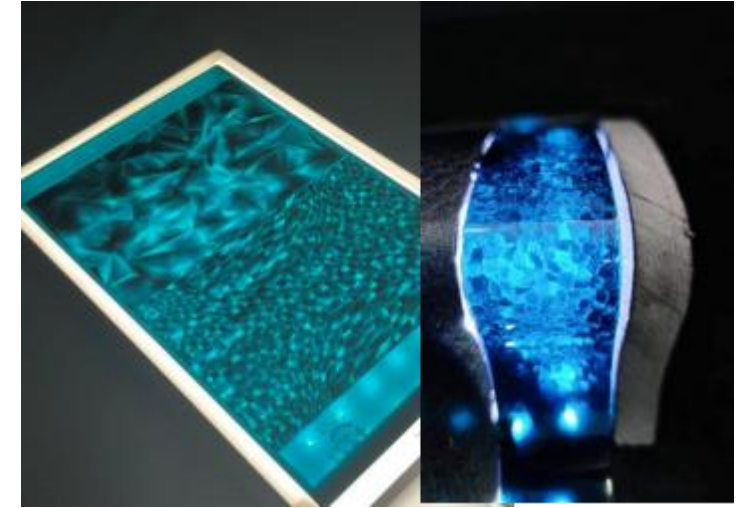
- 自然纹理
- 仿布纹



汽车内饰-美学塑料-未来展望

Automotive Interiors - Aesthetic Plastics - Future Outlook

科技化-透明双色效果/透光效果
Technology-transparent two-color effect/light transmission effect



2020 BMW M235i Gran Coupe xDrive

< 都可与塑可丽结合



再生环保塑料 - 爱塑绿® (Ecoblend®)

是以PCR为基料的再生环保塑料，获得国际专利认可，其环保特性成为客户产品全球营销宣传的主要概念，是共混改性行业从“中国制造”向“中国设计”转型的一个成功典范。每使用1吨Ecoblend®减少的CO₂排放量，相当于11棵成年的冷杉树一年的CO₂吸收量。



低散发塑料-塑可净® (C-Clear®)

经权威机构检测，比传统内饰塑料散发降低60%，在全球各大主机厂的VOC排放检测中，塑可净®总是远远胜出！因而正在成为好车的优先选择！



钢化吸能塑料——塑金刚® (Trans-Touch®)

许多碰撞场景都有安全防护需求，什么材料防护效果好？金属太硬，橡胶太软，塑金刚钢化吸能塑料，具有纳米相态，既有强度，又能像橡胶一样延展，高效吸能，更好保护！

以功能为导向：耐热、耐候、增强、阻燃、高光、电镀、降噪音、耐磨、导电导热、抗菌、抗电磁屏蔽等

.....



再生环保塑料-爱塑绿® (Ecoblend®)
Recycled Eco-Friendly Plastics - Ecoblend®

Recycled environmentally friendly plastic based on PCR has been recognized by international patents. Its environmental protection characteristics have become the main concept of global marketing and promotion of customer products. It is a successful example of the transformation of the blending and modification industry from "Made in China" to "Designed in China". . The CO2 emission reduction per ton of Ecoblend® is equivalent to the CO2 absorption of 11 mature fir trees in one year.



低散发塑料-塑可净® (C-Clear®)
low emission plastic- C-Clear®

Tested by authoritative organizations, it is 60% lower than that of traditional interior plastics. In the VOC emission test of major OEMs around the world, C-Clear® always wins by far! Therefore, it is becoming the first choice for a good car!



钢化吸能塑料——塑金刚® (Trans-Tough®) **Tempered energy absorbing plastic- Trans-Tough®**

Many collision scenarios have safety protection requirements. What materials have good protection effects? The metal is too hard, the rubber is too soft, the plastic diamond toughened energy-absorbing plastic has a nano-phase state, which has both strength and stretch like rubber, efficient energy absorption, and better protection

Function-oriented: heat resistance, weather resistance, enhancement, flame retardant, high gloss, electroplating, noise reduction, wear resistance, electrical and thermal conductivity, antibacterial, anti-electromagnetic shielding, etc.

标杆客户合作

Benchmark customer cooperation

Lenovo



Haier



Hisense





产品就是广告，外观自带流量
THANKS FOR YOUR TIME!



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