

*Can colors influence human behavior?*



## When the mundane becomes fun, anything can happen.

Use the power of color to alter perceptions. At Clariant, we transform traditional thinking into fundamental new concepts guaranteed to shake up the marketplace. As the global leader in color and additive masterbatches for plastics, we help designers and brand managers leave convention behind. Creating new twists to standard applications is our specialty.

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 **Clariant**

Exactly your chemistry.

# What do *you* need?