



## **Carolina Color partners with matchmycolor.com to offer formulated color solutions on-line**

Carolina Color Corporation and matchmycolor.com are pleased to announce that Carolina Color is the first supplier of formulated color for the plastics industry to become a partner of the color industry website.

matchmycolor.com is an online platform for color professionals, managed by world-class color experts, dedicated to color handling and processing. Visitors to matchmycolor.com can find color-related services and information about products, services and contacts in the world of color, across all industries.

Users of matchmycolor.com will now be able to explore Carolina Color's full range of products and solutions on the website. Additionally, they will be able to specify and order formulated colors (masterbatches) directly from Carolina Color through matchmycolor.com's Color Feasibility and Color Matching services.

With the partnership between Carolina Color and matchmycolor.com, color professionals will now be able to:

- Order their specified color, fully formulated, online.
- Make contact with a reputable and experienced plastics masterbatcher – for technical advice, further information and sample requests – and be guided to the correct person.
- Get the full picture on Carolina Color's entire range of products and services.
- Save discussion time by rigorously specifying their requested color using matchmycolor.com's Color Feasibility and/or Color Matching services, before having this specified color seamlessly communicated to Carolina Color.

"This will be a great way for brand owners and converters to find exactly the colored plastic they're looking for ... and have it delivered to their door," said Jeff Smink, Executive Vice President of Carolina Color. "We're also proud to be the first formulated color supplier on matchmycolor.com – we're on the forefront of offering innovative solutions to the market."

"It's so great to have Carolina Color on board because they round out and extend matchmycolor.com's offers," says Le Vin Chin, Business Manager of matchmycolor.com. "Now, we not only help users to specify and formulate their color, we also offer the possibility of actually ordering the final formulation directly online!"

To experience the benefits offered by this new collaboration, color professionals are invited to visit [WWW.MATCHMYCOLOR.COM](http://WWW.MATCHMYCOLOR.COM).

### **About matchmycolor.com**

matchmycolor.com is an innovative, state of the art, service-based color management platform, accelerating color development while simultaneously reducing costs. Among its many services, matchmycolor.com offers real-time, online Color Feasibility checking, real-time, on-line Color Matching, online Technical Support from an industrial application expert and Color Sampling of engineered prototypes. matchmycolor.com is targeted at the entire color value segment: down the value chain from OEM brands and designers, to formulators and converters; and across the industries of plastics, paints and coatings and inks and graphic arts. matchmycolor.com's partners include X-

Rite, DuPont Titanium Technologies, NellyRodi TrendLab, Ciba Specialty Chemicals, MetalFX and BASF Catalysts (formerly the Engelhard Corporation).

### **About Carolina Color Corporation**

Carolina Color is a leading supplier to the plastics industry and has enjoyed over 40 years of proven success. With 3 domestic color development and production facilities, it services customers in the United States, Europe, Asia and Latin America. Packaging and building & construction are its two largest markets. Carolina Color uses prime raw materials exclusively and consistently delivers color matches and production orders within 3 to 5 days. It is committed to environmentally friendly manufacturing and is also widely recognized as one of the strongest technical companies in the industry. PR contact: Kathleen Tronsor at 704-637-7000 or via [tronsor@carolinacolor.com](mailto:tronsor@carolinacolor.com)