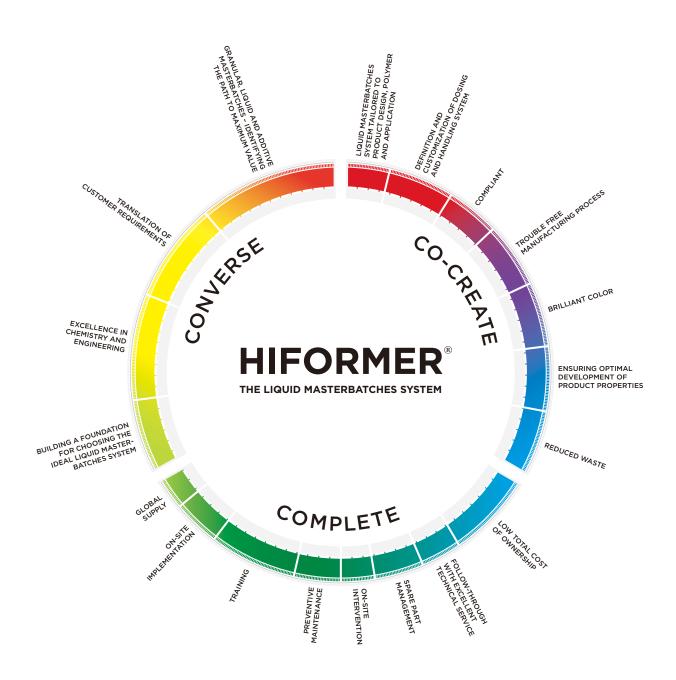


Bringing Life to Plastics AND PLASTICS TO LIFE



HiFormer®: Clariant's new Liquid Masterbatches System

With HiFormer*, you are surrounded by service, technology and expertise from the design stage to the start of production and beyond. This system is founded on three primary elements: Converse, exploration phase, Co-Creation, collaborative development of an ideal solution, and Complete, implementation phase. HiFormer* opens up manifold possibilities.

One-face to the customer, the path to maximum value: **CONVERSE**



Discussion and appreciation create high performance products – To deliver the ideal solution, we listen and understand our customers' needs. This is the basis for customizing our liquid masterbatches system to meet the specific

requirements of each appli-

cation.



Market dynamics and complex product designs require flexible and efficient masterbatches solutions. Your Clariant team consults with all stakeholders to define the parameters of the project, and identify major objectives and potential limitations. This fact-finding phase is aimed at assembling the necessary background which, along with our expertise in granular, liquid and additive masterbatches, is needed to make a fully informed decision about the most beneficial masterbatches solution.

HIFORMER" 4 5





GRANULAR, LIQUID AND ADDITIVE
MASTERBATCHES - IDENTIFYING
MASTERBATT TO MAXIMUM VALUE

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CUSTOMER TRANSLATION OF

EXCELLENCE IN CHEMISTRY AND ENGINEERING

BUILDING A FOUNDATION
BUILDING A FOUNDATION
FOR CHOOSING THE
FOR CHOOSING THE
FOR CHOOSING THE
BATCHES SYSTEM
BATCHES SYSTEM

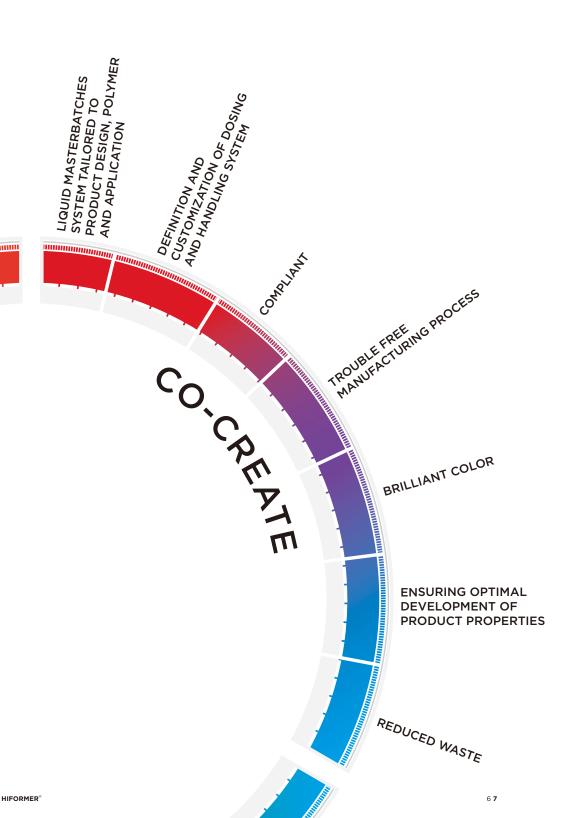
ONERSE

Teaming up to identify the ideal liquid masterbatches system:

CO-CREATE

Precision -

The superior performance and value of your products is supported by the perfect interaction of all HiFormer* components.





Integrated process – From analysis to design to implementation, HiFormer® delivers the best possible results for the customer.

Clariant, the brand owner and plastics processor work together to evaluate liquid carrier systems and customized dosing and handling systems. Costs are carefully analyzed against savings that can be achieved through shortened color-change times, reduced cycle times, higher productivity and reduced waste. The entire process is customized to the specific needs of the application.

Optimal application of technology and service: **COMPLETE**





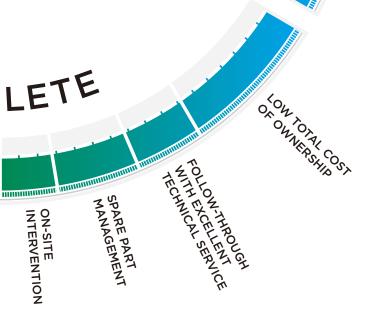


 ${\bf Efficiency\ creates\ aesthetics} - \\ From\ packaging\ to\ consumer\ goods, HiFormer^{\circledast}\ has\ solutions\ for\ all\ markets.$

With important decisions made, Clariant's global team goes into action. Required HiFormer® equipment and liquid masterbatches are delivered and implemented. The start-up and qualification process goes smoothly, production ramps up and your innovative, colorful product enters the market successfully. Clariant's experts around the world provide color sampling and on-site service to make sure your process continues to perform, delivering long-term profitability.

HIFORMER" 89





The system is the solution – Technical expertise, the finest equipment and raw materials, and global service close the circle on performance and practicality.



$HiFormer^{\text{®}}$

LIQUID EXCELLENCE TO POWER YOUR PERFORMANCE





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