



Color Matching Essential for Artistic Cast

Founded in 1915, Artistic Cast (Fillous and Ruppel) – a sculpture and restoration company – has been a mainstay in Cleveland’s art and architecture community. The company began as a custom wood sculpture company with its hands in many projects during Cleveland’s Renaissance, including churches and public buildings. Outside of the region, Artistic Cast has also worked on some prestigious landmarks, including the Navy War Memorial in Washington D.C.



Working with many mediums and having reliable resources for color management is a must. “When it comes to finding just the right color for an epoxy or urethane, we always know where to turn,” said Andy Chakalis, owner of Artistic Cast. “Plasticolors has worked with us on many projects to achieve not only the perfect color, but also color that will last for the life of the sculpture.”

In particular, Artistic Cast recently completed a project for Cleveland’s Cultural Gardens—a series of gardens full of fountains, statues and landscaped plots that symbolize the ethnic diversity of the city's immigrant population. This year, the company reproduced two monuments in honor of Cleveland’s own Finnish immigrants Elias Lonnrot, folklorist, and Jean Sibelius, composer. Both legendary Clevelanders were commemorated with a sculpted bust, modeled, molded and casted by Artistic Cast.

The color needed to be perfect. The busts had to look like authentic bronze and withstand outdoor elements, such as ultraviolet light, rain, snow, hail and wind-blown particulate matter.

“Having the proper chemistry was essential, so we turned to Plasticolors,” said Chakalis. “Plasticolors was able to quickly give us a terrific color match that performed consistently throughout the project. With the colorants and additives Plasticolors provided, these busts should appear brand new for many, many years to come.”

Chakalis commended Plasticolors for the outstanding service throughout this project and others. “We’re a custom shop and probably a small fish to Plasticolors, but it never feels that way. The sales people and lab technicians are always a pleasure to work with—even when the timelines are demanding. Plasticolors has come through for us time and again.”

For more information on Plasticolors color matching services, [click here](#).

SynerMix Additives Born from Years of Experience

[Plasticolors](#) strives to have a thorough understanding of customers’ formulations and applications. Over the years we have learned many things from the challenges our customers face. We have also learned a great deal about additive technologies and have combined this to build a body of knowledge that is useful in solving customers’ problems in the FRP and paint & coatings markets. As a result, Plasticolors has developed a variety of additives in the SynerMix line to assist thermoset composite and paint and coatings customers in overcoming the challenges they face.

Based upon a customer's formula, Plasticolors can overcome a variety of issues a formulator may face by drawing upon its extensive knowledge of chemistry and many years of additive experience.

“SynerMix products are essentially solutions to system issues,” said Ben Arnold, Market Development Manager for Plasticolors. “For instance, in SMC applications, the combination of polyester resin, styrene and inhibitor can contribute to a yellowing look of the coating used on the SMC part. We’ve seen this time and again, and have formulated the correct additives to greatly reduce and often eliminate this effect. In this case, our customer has gained an extensive amount of product life due to our SynerMix product.”

The R&D department is constantly developing additive technologies under the SynerMix name to combat colorant, processing, and application issues in a wide variety of materials and end-uses. Additives have been developed for specific customer applications and include anti-yellowing agents, viscosity reducers, organic and inorganic dispersing aids, and rheological modifiers.

“We are always adding to and improving this product line,” said Arnold. “We welcome customers to bring their color and system challenges to us. We’re here to help.”

For more information on Plasticolors' SynerMix Technology, [click here](#).

Congratulations DN Lukens – Plasticolors’ Sales Distributor of the Year

Plasticolors recently announced that DN Lukens has been named its 2006 Sales Distributor of the Year. Located in Westborough, Mass., DN Lukens made tremendous contributions to Plasticolors’ growth in the Northeast region of the United States.



“The criterion for this award is extremely stringent and competition for the top spot was intense this year. We are proud to say that DN Lukens, led by President John Lukens, passed every one of our measures with flying colors,” said John Mitzak, Northeast sales manager for Plasticolors. “The DN Lukens team is highly motivated, and technically inclined with great communications skills and follow-up. They truly deserve this recognition and we are very proud to present DN Lukens with this award.”

Brian Czuchra, Plasticolors’ Technical Marketing Specialist, commented: “DN Lukens is a trusted representative that, like Plasticolors, values customer service and satisfaction above all, and we are extremely pleased with our growth in the region as a result. We would like to congratulate the DN Lukens team for achieving the status of Plasticolors’ Sales Distributor of the Year.”

John Lukens, president of DN Lukens, was excited to earn this honor. “This speaks to a strategic alliance between two quality organizations that are well-positioned, through this partnership, for future long-term growth together. We’re very proud of the honor, and of our employees who do an outstanding job every day of dedicating themselves to exceptional customer service,” he said.

Plasticolors currently has 10 [sales distributors](#) strategically located throughout North America to ensure its customers’ needs are met. When selecting the Sales Distributor of the Year, Plasticolors considers sales growth, new business conversions, value added services, communication and account management quality. Nine different categories are considered and each distributor is rated on a point system to determine the

winner.

Founded in 1951, [DN Lukens](#) has 55 years experience providing liquid colorants, dyes and pigments, conductive additives, air release and anti-blocking agents, surfactants and other specialty chemical products to the coatings and plastics industries including asphalt, ceramics, electronics, flooring and textiles. The company is NACD Certified with an ISO 9000 certified warehouse and logistics system.

Plasticolors, Inc. Promotes Two Key Personnel

[Plasticolors](#) recently announced the promotion of two key technical personnel, giving both increased roles in training, customer relationships and new product development.



Jeff Lewis, a 33-year veteran of the company, has been promoted to the position of Corporate Trainer. In his new role, Lewis, a Six Sigma Black belt, will train employees on the company's ongoing product, process, and technology advancements as well as the science of pigmentation, color and chemical dispersions. He will serve as an important liaison to customers, assisting them in the proper use and benefits of Plasticolors' products. Lewis will work with customers, informing them of Plasticolors' products and technologies and training licensee partners. Lewis, a certified Lean/Six Sigma Black

Belt, will also be charged with expanding the company's Lean/Six Sigma initiatives.

Lewis is a member of the Society of Plastics Engineers and holds a bachelor's degree from Kent State University. He resides with his wife of 35 years in Conneaut, Ohio.

Kristine Eisemon, a Plasticolors employee since 1997, has been promoted to Technical Product Development Manager. In this role, Eisemon will oversee analytical support to customers and manage product development in supporting the company's growth into new segments and technologies.



Eisemon holds a master's degree in chemistry from Cleveland State University and a bachelor's degree in chemistry from Hiram College. She is a member of the Society of Plastics Engineers and resides in Painesville, Ohio.

Selby Brannon, Plasticolors' Technical Director, stated, "Jeff and Kristine each bring a wealth of knowledge, experience, and talent to their new positions. These promotions strengthen Plasticolors and its capability to provide customers with the support and solutions they require."

Ask the Chemist

If you are faced with a color conundrum, just ask the chemist!

Question:

Why should I use dispersions rather than creating colorants in-house?

Answer:

There are many answers to this question. To name a few:



- Time Savings – The color is correct the first time and a variety of colors can be made with just a few masstones.
- Consistency – The color is the same time after time, year after year.
- Ease of Incorporation – Liquid colorants allow for low energy mixing, with no high-energy milling required.
- Quality Control – The responsibility for colorant quality is on the color producer (Plasticolors), not the paint formulator or compound producer.
- Concept of Specialization – Paint formulators and compound producers can focus on their core competency while Plasticolors can provide the necessary colorants.
- Less Inventory – No need to inventory all the ingredients that would otherwise be used in the colorant (e.g. resin, pigments, additives).
- Reduced Contamination – Liquid colorants are dust free and keep a facility/operation cleaner.
- Cost Savings (Equipment and Energy) – Eliminates dedicated color equipment and dust collection vacuum systems, thus saving the costs associated with purchasing the equipment, equipment maintenance and operation.

Have a question for the Chemist? [Click Here](#).

Plasticolors Streamlines R&D with New Technology

Plasticolors recently sought the assistance of the Contur Electronic Laboratory Notebook (ELN) to develop new information sharing technology for the R&D department. Plasticolors' focus on technology and product development has resulted in a wide range of R&D services for customers, putting high demands on the R&D department to fulfill the company's value promise to customers: quality, speed and service.

Historically, the lab at Plasticolors relied on paper notebooks to document experiments and tasks performed during the research and development process. Most of the information was reported in Microsoft Word or Excel with hard copies transferred to the paper notebooks. This time-consuming process made it cumbersome to access and share information among colleagues.

According to David Hyde, Coatings Process Development Engineer and ConturELN team leader at Plasticolors, "One of the main issues for us when we started looking at new technology was the accessibility of information within our group and other departments within the company. Security was also a critical requirement" he said.

Plasticolors formed an internal focus group to determine what they wanted to accomplish with a new system. The group established the critical necessities, which included low maintenance, security at all levels, remote access and multiple user input. Furthermore, the system had to be easy to search, handle various data types (graphics, texts, spreadsheets), and also be functional for the sales and technical support.

ConturELN was one of several companies to bid the project, but ultimately won because the proposal met all of Plasticolors' expectations.