



2021-2022 CMF TRENDS

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Electronics & Appliances

Realized by



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Let's bring your creative vision to life.

At Covestro, we co-create with designers, blending aesthetics and functionality into material-based experiences that can surprise and delight consumers. Collaboration is at the heart of our business model – we value our partners and work closely with them to develop customized, finely-tuned solutions.

A global service at your fingertips.

Our team offers world-class color development, drawing on diverse backgrounds and experience across a wide range of industries to optimize the impact of CMF on consumers. With a network of Color & Design Centers connected across the globe, we're ready to support your design process no matter where you are located.

Inspiration for strategic innovation.

This trend brochure shows how key themes for 2021-2022 can be translated into purposeful CMF strategy and design. We are constantly pushing the boundaries on what can be achieved with our high-quality, tunable polycarbonate and hope to inspire designers by providing a glimpse of the possibilities.

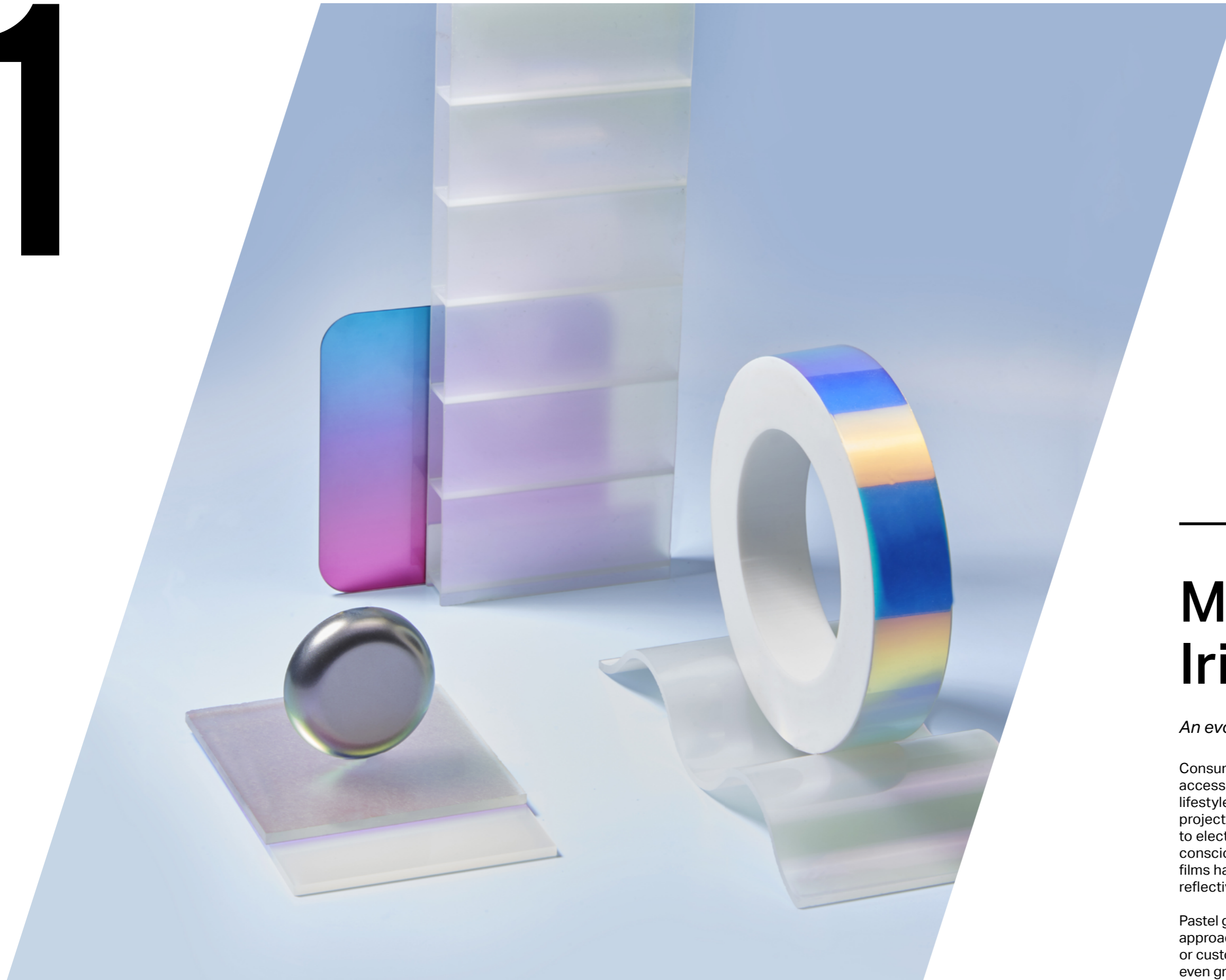
We have a team of in-house designers who will help you better engage consumers through world-class CMF design by leveraging the visual, tactile, haptic, mechanical, aesthetic and functional properties of polycarbonate.

We're ready to help you make your designs a reality, from concept to mass-production.

**Ready to shape the future with CMF?
Let's do this!**

INTRODUCTION

01

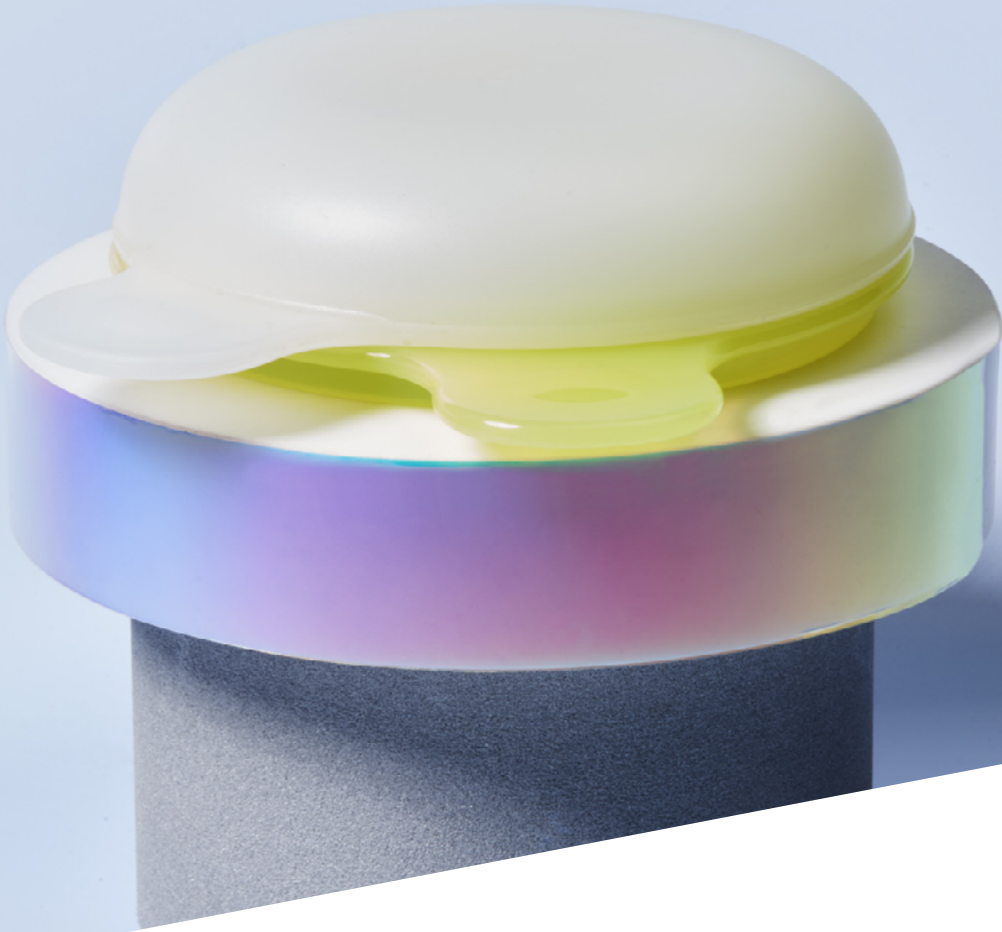


Mellow Iridescence

An evolution of trendy dichroic finishes

Consumers expect their clothing and accessories to align aesthetically with the lifestyles and personalities that they wish to project. These fashion trends also cascade to electronic devices. Initially driven by trend-conscious users, the use of multi-toned dichroic films has begun to be replaced by a less reflective, pearlescent-like finish.

Pastel gradients offer a similar dual-toned approach that can be utilized for interchangeable or customizable elements, allowing customers even greater choices for personal expression.



CMF Palette

Consider using an external frosted, or translucent layer to provide depth, while still allowing the colors beneath to show through, such as for mobile phones or charging devices.

Solid matte or frosted neutrals, such as grey or white, can be used as a contrasting base color for small and large appliances alike. Satin or brushed metallic touchpoints such as dials or buttons can also be paired with pastel surfaces, drawing attention to points of interaction.

Material Properties

- Precise color-creation is available to create exact shades as desired, with UV-stabilization for better color retention over time
- Impact resistance and flame-retardance ensure durability and longevity
- Various gloss effects and other finishes can be applied for bespoke outcomes



Mint

Transparent Base
Matt Front / Gloss Back

RAL 190 70 30

MAKROLON® 2407

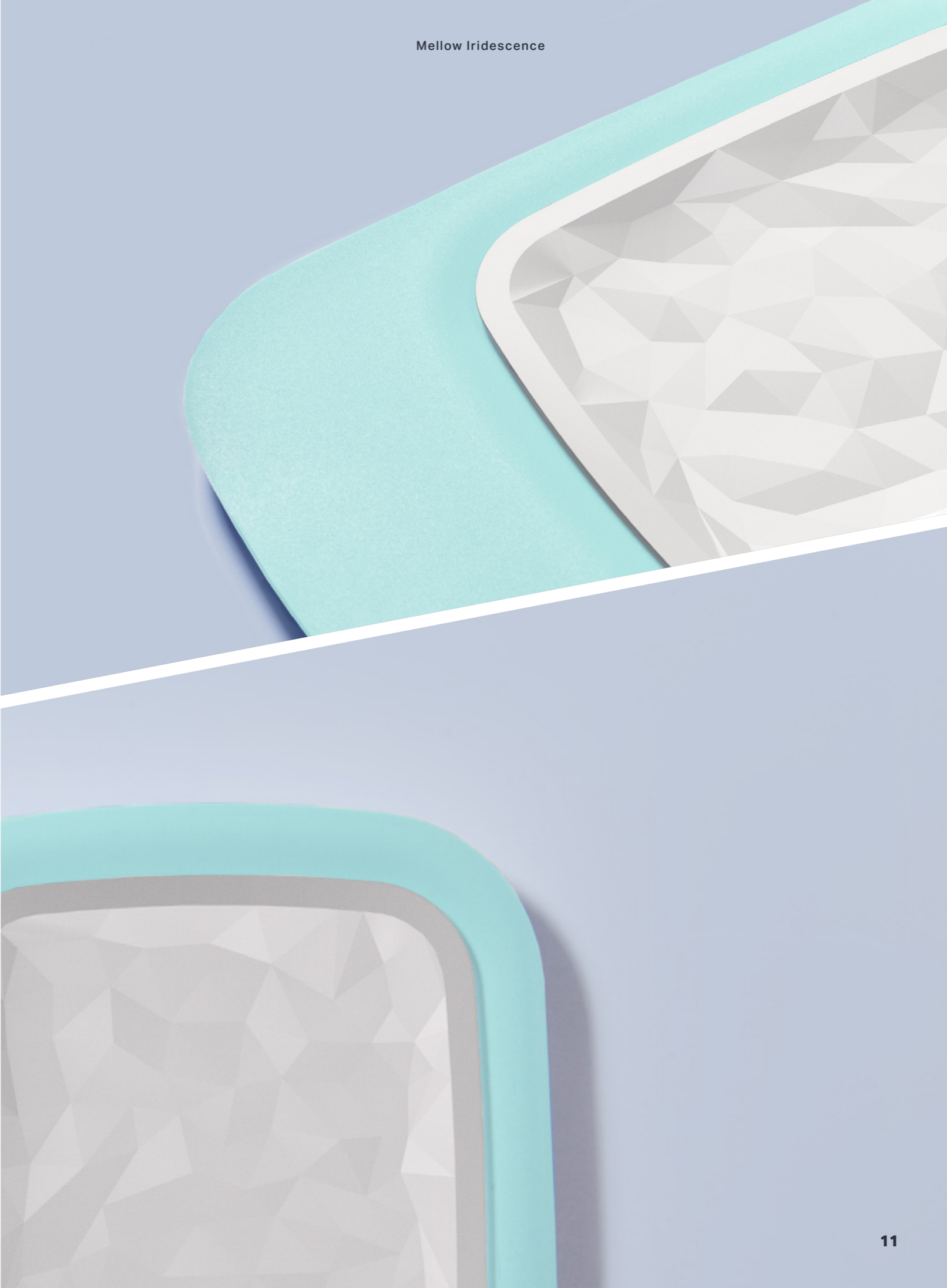


Light Grey

Solid Insert
Pattern Front / Matt Back

RAL 000 85 00

MAKROLON® FR6005C



02

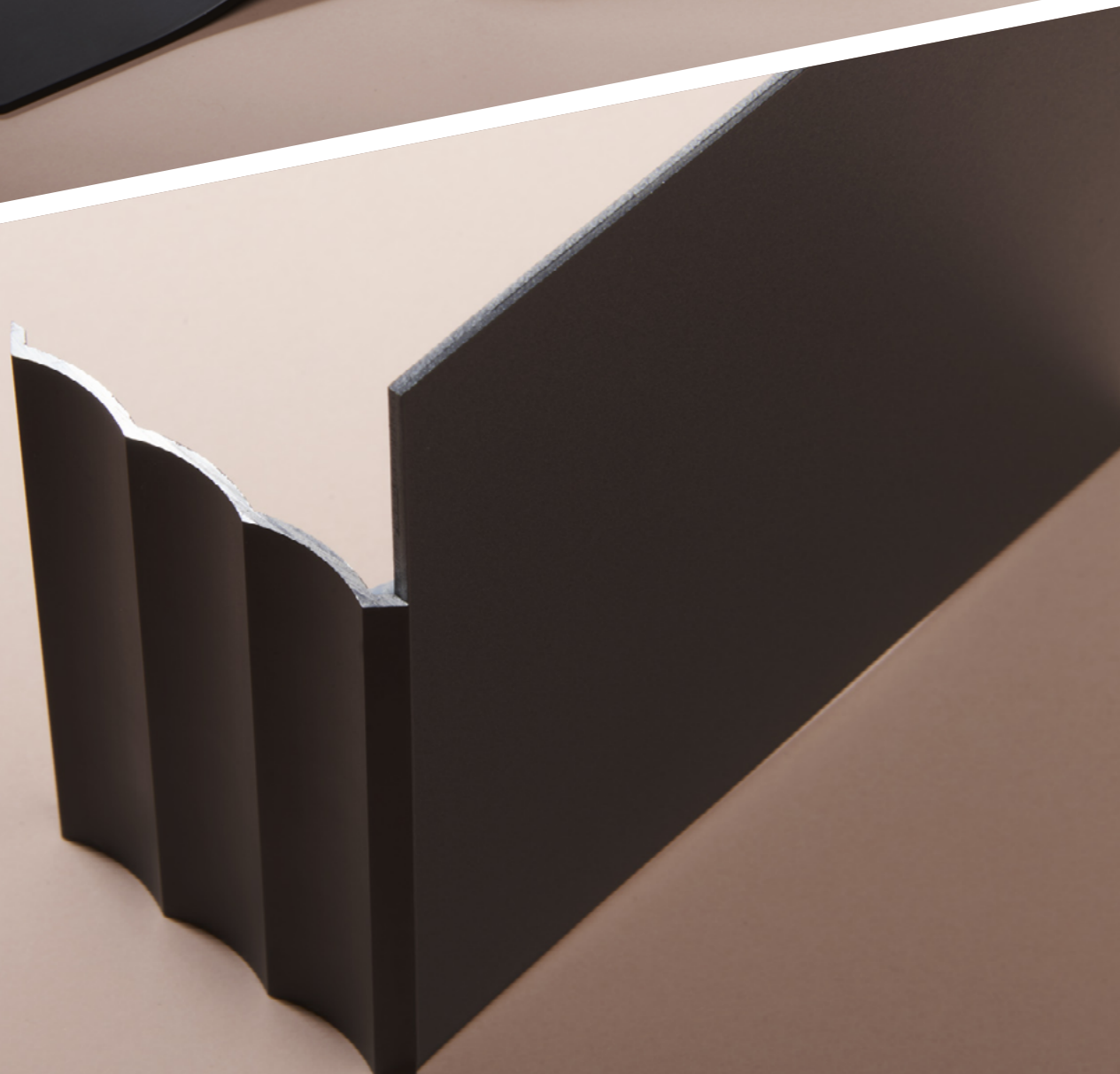


Warm Dusk

Blending performance qualities with inviting depths

Home interiors have taken a dark turn, in keeping with recent global events, with consumers seeking to create a warm, cosy environment as protection from external turmoil.

Customers are also eschewing purely technical products in favor of colors, materials and finishes that are more aligned with their personal lifestyles. Black has been the conventional color of choice for consumer electronics, often associated with cutting-edge technical or technological capability. Introducing other dark shades, such as deep blues or browns, provides additional variety, depth and warmth for products, which might otherwise seem cold and impersonal.



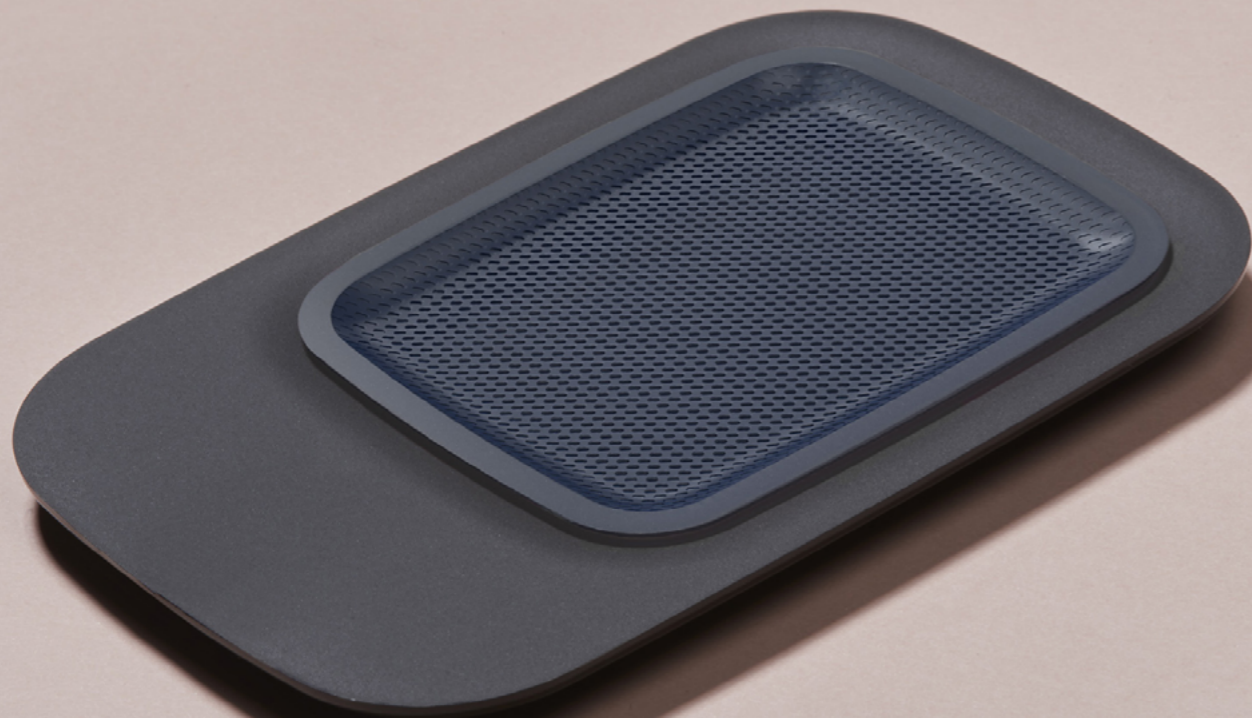
CMF Palette

Dark, glossy layers offer tonal contrast with matte solid panels, indicating key features, such as displays or controls for wearables and small appliances.

Metallic effects or laser-etched patterns can also be used for minute details, to highlight points of interaction or for visual interest.

Material Properties

- Heat and impact resistance ensure durability as well as longevity
- Thin walled, free-form designs can be created, to aid in miniaturization
- High optical clarity and precise color-creation allow different colors to be used for display panels without compromising visibility and viewability



Piano Black

Solid Base
Gloss Front / Matt Back

RAL 9005
MAKROLON® 2665 MAS 185



Cognac

Transparent Insert
Pattern Front / Matt Back

RAL 8014
APEC® 2097



Iron Gate

Solid Base
Matt Front / Matt Back

RAL 280 30 10
BAYBLEND® FR3005HF



Deep Blue

Solid Insert
Pattern Front / Gloss Back

RAL 270 30 35
BAYBLEND® FR3040W



03



Retro Play

A bold, playful homage to previous decades

Inspired by sportswear and sporting equipment of the 1980s and 1990s, this high-contrast look is driven by youth culture and a desire to stand out from the crowd. Glossy colors are bold and bright, fully embracing the use of vibrant hues side by side.

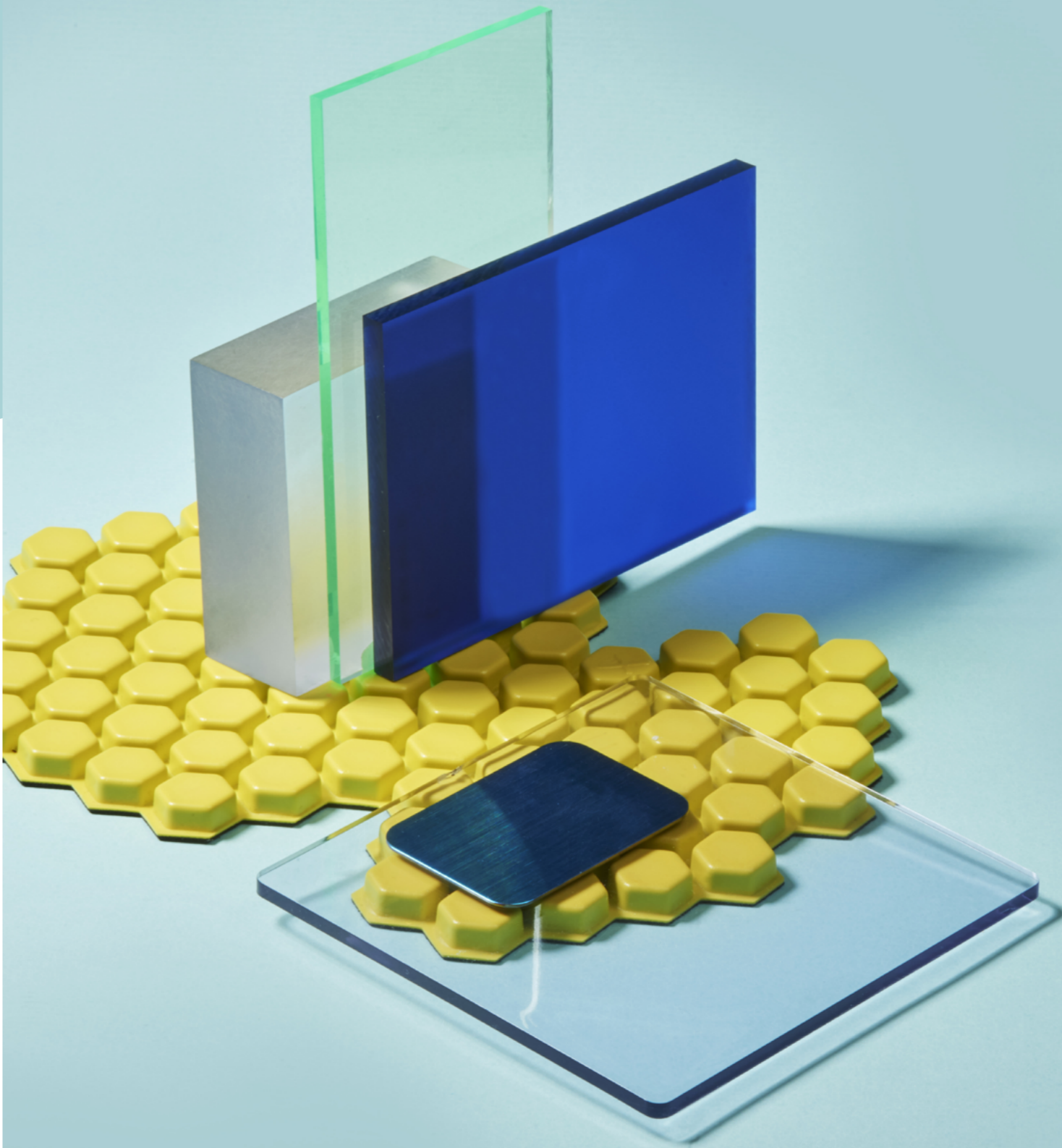
The need for fluid functionality is another factor to be considered. This can be seen in athleisure, where consumer goods may no longer be separated into functional categories but are instead expected to perform across various contexts.



CMF Palette

Consider using vibrant, contrasting colors that complement each other for full effect, or selecting an accent hue to showcase key design elements or interaction points such as decorative panels and controls.

High-clarity transparency can be used to protect textured, brightly colored areas whilst maintaining visibility of design details. Patterned transparent layers can also be used to cast intriguing shadows. Combine hard and soft materials for greater visual or tactile contrast.



Material Properties

- High optical clarity combined with performance qualities allow internal layers / structures to be visible, yet protected
- Precise patterns and colors can be produced as required



Vintage Indigo

Solid Base
Matt Front / Gloss Back

RAL 260 30 20

BAYBLEND® FR3008 R65

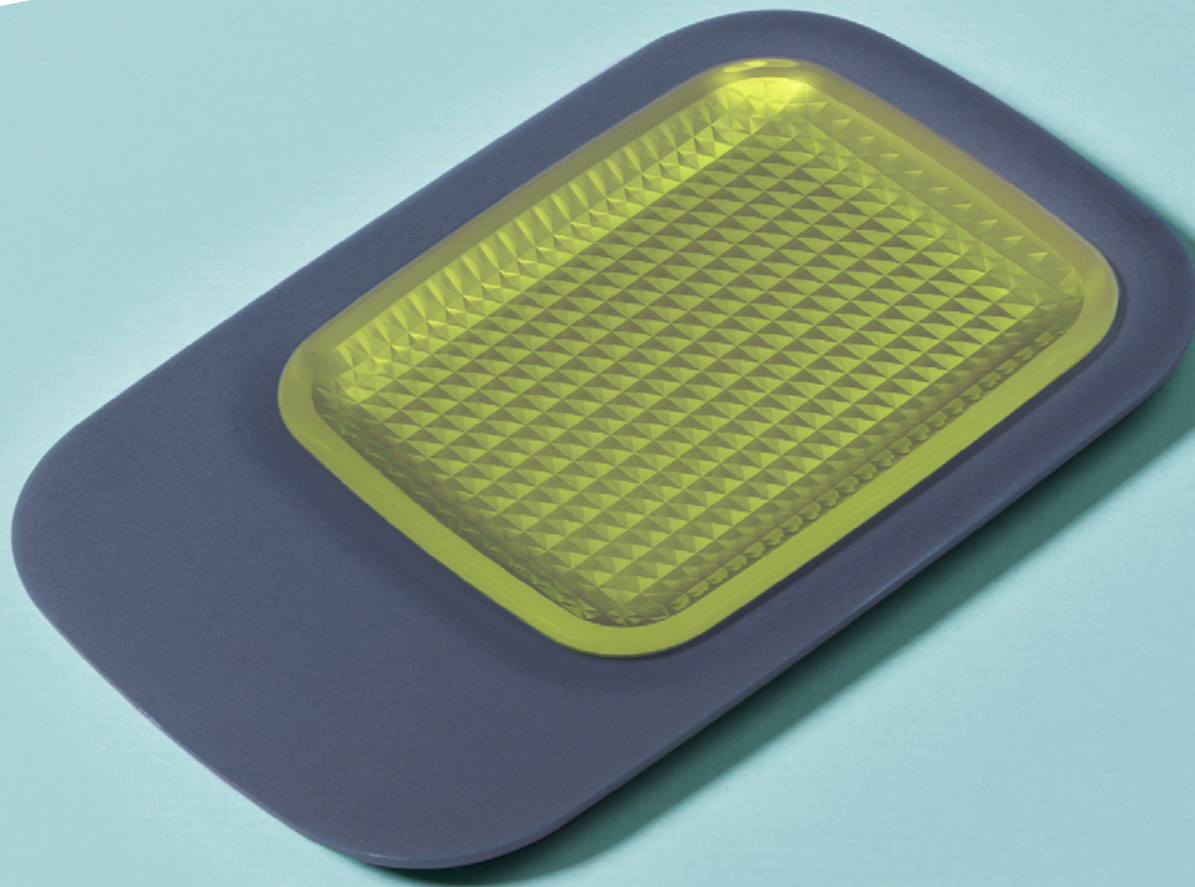
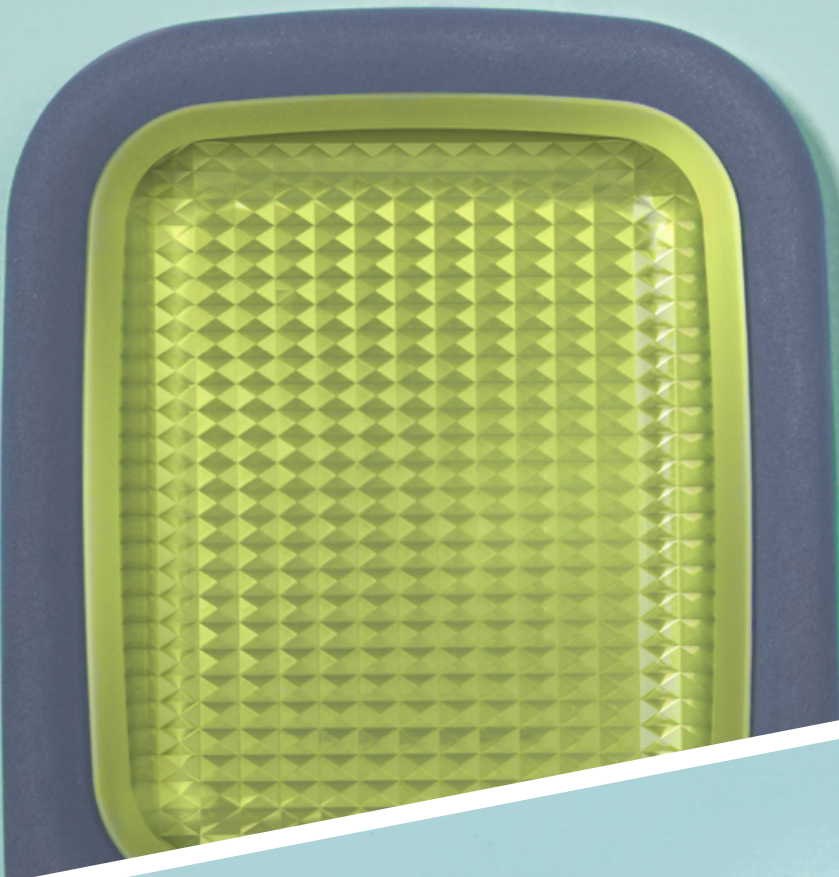


Neon Green

Transparent Insert
Pattern Front / Matt Back

RAL 095 80 80

MAKROLON® 6557





Material Mix

Multi-faceted CMF palette for a unique aesthetic

Consumers are already surrounded by a vast array of choices, no longer limited to buying into a single lifestyle or aesthetic.

Eclectic material palettes offering a vibrant range of colors, textures and finishes are emerging, designed to visually stimulate, excite and inspire trend-conscious customers.



CMF Palette

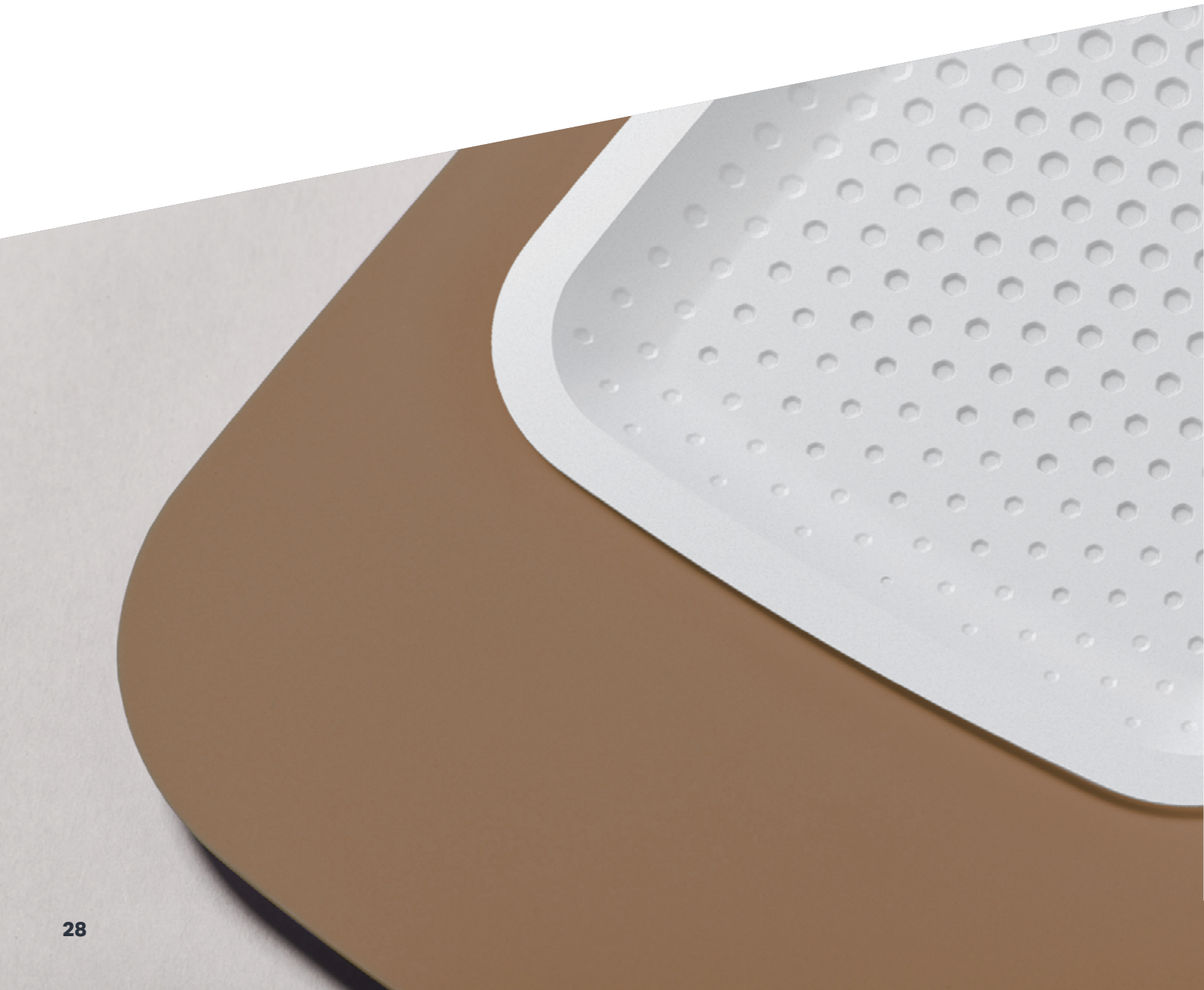
A balance of contrast and cohesion is key. Bold blocks of color and texture can be applied to a range of different parts, from framing displays to highlighting touchpoints.

Patterned reflections can also be used to create visual interest through movement of light and mirrored distortion without needing to decorate all surfaces.

Consider combining hard glossy or chrome elements with softer foams or textiles for pleasing haptic experiences.

Material Properties

- UV-stability offers better color retention over time, so the product’s aesthetic remains fresh
- Color-creation, precision patterning and a range of finishes are available



Pure White

Translucent Base
Matt Front / Gloss Back

RAL 000 80 00

MAKROLON® DQ5162



Argan Oil

Solid Insert
Pattern Front / Matt Back

RAL 060 60 30

BAYBLEND® FR3010 BBS910



Copper Tan

Solid Base
Matt Front / Gloss Back

RAL 060 50 30

MAKROBLEND® UT6007



Tofu

Solid Insert
Pattern Front / Matt Back

RAL 000 90 00

MAKROLON® 2407





In collaboration with

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German Design Council



GERMAN DESIGN COUNCIL
INTERNATIONAL MEMBER
德国品牌设计委员会国际委员

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