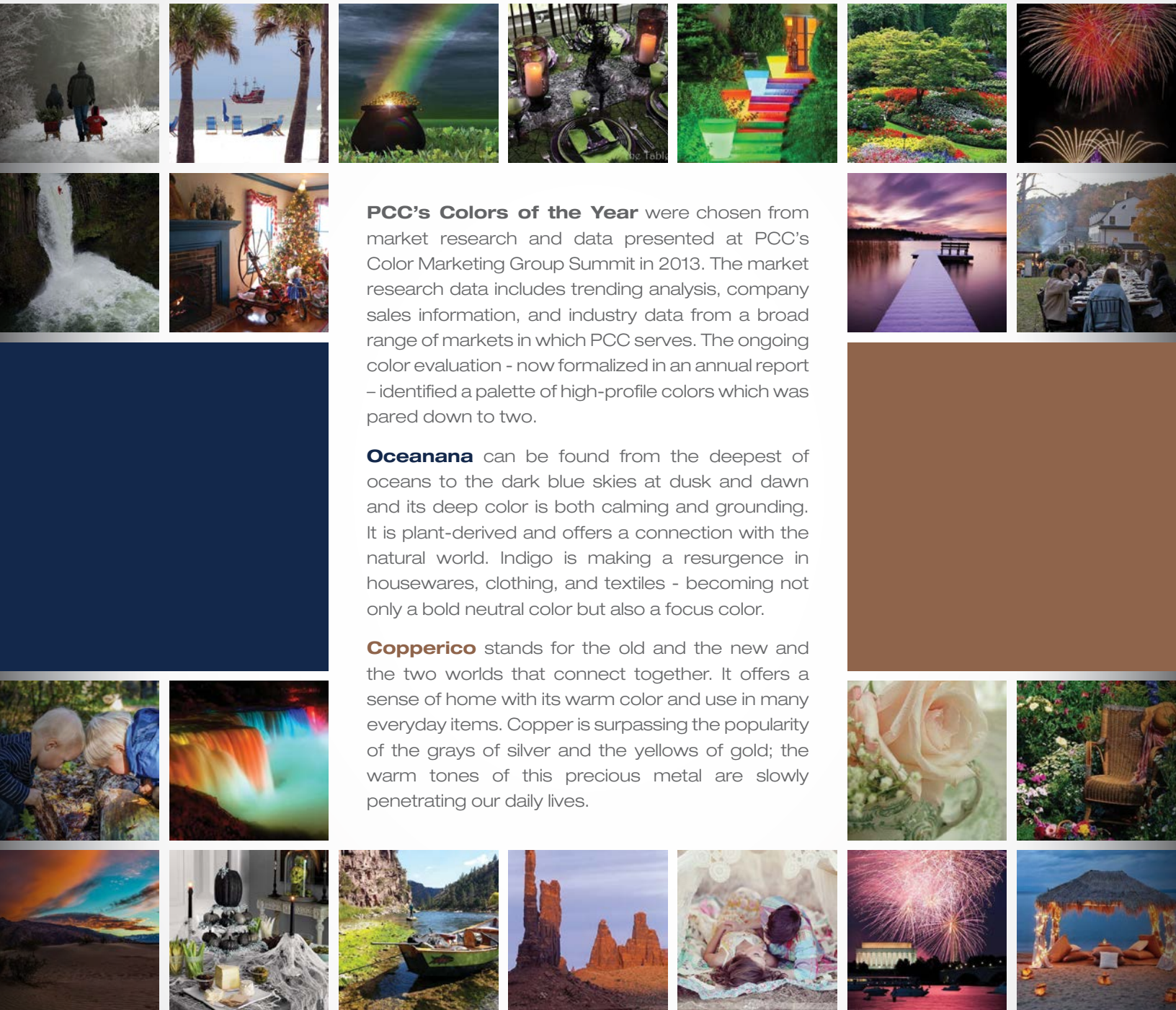


PCC Announces the 2014 Colors of the Year!



PCC's Colors of the Year were chosen from market research and data presented at PCC's Color Marketing Group Summit in 2013. The market research data includes trending analysis, company sales information, and industry data from a broad range of markets in which PCC serves. The ongoing color evaluation - now formalized in an annual report - identified a palette of high-profile colors which was pared down to two.

Oceanana can be found from the deepest of oceans to the dark blue skies at dusk and dawn and its deep color is both calming and grounding. It is plant-derived and offers a connection with the natural world. Indigo is making a resurgence in housewares, clothing, and textiles - becoming not only a bold neutral color but also a focus color.

Copperico stands for the old and the new and the two worlds that connect together. It offers a sense of home with its warm color and use in many everyday items. Copper is surpassing the popularity of the grays of silver and the yellows of gold; the warm tones of this precious metal are slowly penetrating our daily lives.



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