

Custom Color Solutions

The latest color products, applications, and trends



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Connect with us for important information on color trending, custom color styling, application support, and more. Your work is all about brand differentiation. Exclusive color and appearance effects from JDSU make it happen.

TASTE

JDSU COLOR TRENDS
2010

COLOR TRENDS

Annual Color Forecasting

After commemorating 2009 and enjoying the holidays with family and friends, most of us turn our attention to the new year ahead. Designers, however, focus their gazes not on 2010 but on deadlines for products that will hit the market in 2011—or even 2012! How will they intelligently choose colors and effects that will be fashionable and inspire consumers in the years ahead? Colors in style today will, by then, be out-of-date.

Working with color professionals worldwide and using our own trend research, the JDSU Custom Color Solutions team develops an annual color trend forecast suitable for a wide variety of products and markets in the coming years.

Register now for TASTE

This year, JDSU is proud to present TASTE, its forecast of special-effect colors that will be dominant themes in the coming years. Just as our eyes delight in rainbows of colors and effects, our taste buds delight in a myriad of flavors. TASTE serves up a full-course repast of delicious colors and effects in the context of the five tastes—sweet, sour, bitter, salty, and savory.

Register now for one of the three group presentations of TASTE:

New York City, February 17
Beaverton (Portland), Oregon, March 9
Los Angeles, March 24

Each show will feature a reception, presentation of Taste, and an opportunity to network with experts in color design and brand differentiation.

This Issue —

- Color Trends:
Annual Color Forecasting
- Tech Tips:
Spraying Waterborne
Refinish Paints with
ChromaFlair®
- Market Watch:
Manufacturers and End
Users Discuss New Effects,
Coatings, Emissions,
Business Climate

MARKET WATCH

68% See Increasing Use of Colors with Special Effects*



■ Increase 68%
■ Same 21%
■ Decrease 0%
■ Unsure 11%

*from a recent JDSU survey

New ChromaFlair Titanium Series Pigment



Seeing is believing,
get your swatch today!

TECH TIPS

Spraying Waterborne Refinish Paints with ChromaFlair



Spray painters in auto body shops and manufacturing environments know that when it comes to handling metallic pigments, powders, and micas, a little knowledge goes a long way in ensuring a gorgeous finish.

Over the years, JDSU Senior Engineering Technician Scott La Mar has worked his way through just about every technical challenge with paint, and now he shares his expertise for spraying waterborne metallic paints—in this case, ChromaFlair Cyan-to-Purple 230—in a waterborne refinish paint.

This [short video](#) will help you save time and improve quality on your next specialty paint job.

Bookmark our [CCS Web page](#) for this and upcoming video links!

MARKET WATCH

Manufacturers and End Users Discuss New Effects, Coatings, Emissions, Business Climate

Pira International, a market research firm specializing in the packaging, printing, and paper industry supply chains, recently held a conference of pigment and coating manufacturers to discuss future market needs and trends.

Prominent themes discussed at the November 2009 Intertech Pira conference held in Hamburg, Germany included:

- consumer interest in deep-appearing, highly chromatic, and liquid-silver finishes
- adding functional benefits to coatings such as heat reflection or structural stability
- reducing CO₂ and VOC emissions
- integrating recycled components
- eliminating heavy metals.

Most manufacturers reported higher sales in the calendar-year third quarter, indicating the beginning of an economic recovery. Pira also projected a steady growth in TiO₂ consumption worldwide with China as the biggest consumer.

[IntertechPira Inks and Pigments Web page](#)

For more info about JDSU Custom Color Solutions, call 707 525-7007 or e-mail customcolor@jdsu.com.

JDSU Custom Color Solutions include products and services that give color professionals innovative ways to enhance their brands. In addition to ChromaFlair® and SpectraFlair® pigments that add unique and striking color effects to a variety of materials, Custom Color Solutions include color trend forecasting, concept development, product prototyping, [and more...](#)

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