



# Colors & trends

NATURAL  
METAVERSE





# But what is the METaverse?

The Aurora borealis is a phenomenon characterized by the formation of colored lights in the sky. The occurrence of this phenomenon is linked to the interaction between solar winds and chemical elements, especially in the layer of the atmosphere called the thermosphere. The Aurora borealis occurs only in the Northern Hemisphere, with an interval of 11 years and lasts from 5 to 30 minutes.

Karina Plásticos releases the Colors & trends E-book named “Voyk O U-u t-ko-” this year which has been translated into colors inspired by this phenomenon of nature called the “aurora borealis”, an experience so rare and magical that it is confused with the virtual and the real world.

We live in a post-pandemic world, a new "normal", in which we need to readjust our routine and habits to survive in this new context where commitments such as meetings, medical appointments, classes, and work among other daily tasks needed to be fulfilled and adapted online.

We entered the Metaverse, virtual reality, without realizing that there was a “title” to this new normal.

“Basically, the metaverse is a concept that merges augmented reality and virtual environments. It can be understood as an experience in a virtual space, but with real-life influences in that universe.” We are entering a new digital revolution; the merging of the physical and virtual worlds in a way that has never been seen before.

Experiencing the digitally immersive escapism of your own home through a VR (virtual reality) or simply looking at the device has brought endless opportunities. All while allowing complete freedom to own diverse identities, whether through fashion, beauty, as well as the ability to tour a pioneering architecture or art exhibition. This does not mean, however, that the metaverse is distant from people's everyday lives.



Within this new technological reality, in which it would be possible to create avatars, interact with friends, shop, meet and go to work or school virtually, we have color trends.

Digital colors are captivating. The different shades on the screen are backlit through the light inside a device, creating close neon nuances; these shades should be fresh and modern, offering us a new way of looking at color

**But how could this be applied on a day-to-day basis?**

- Interior design
- Furniture
- Beauty & Care
- Packaging
- Electronic devices
- Fashion
- Footwear





## MASTERBATCH

Karina Plásticos has a complete line of colors with different effects and finishes to meet the most diverse needs of our customers.

Color concentrates have the purpose of conferring the desired coloration to the product, developed to meet different types of applications and segments according to the colorimetric need of the final product.

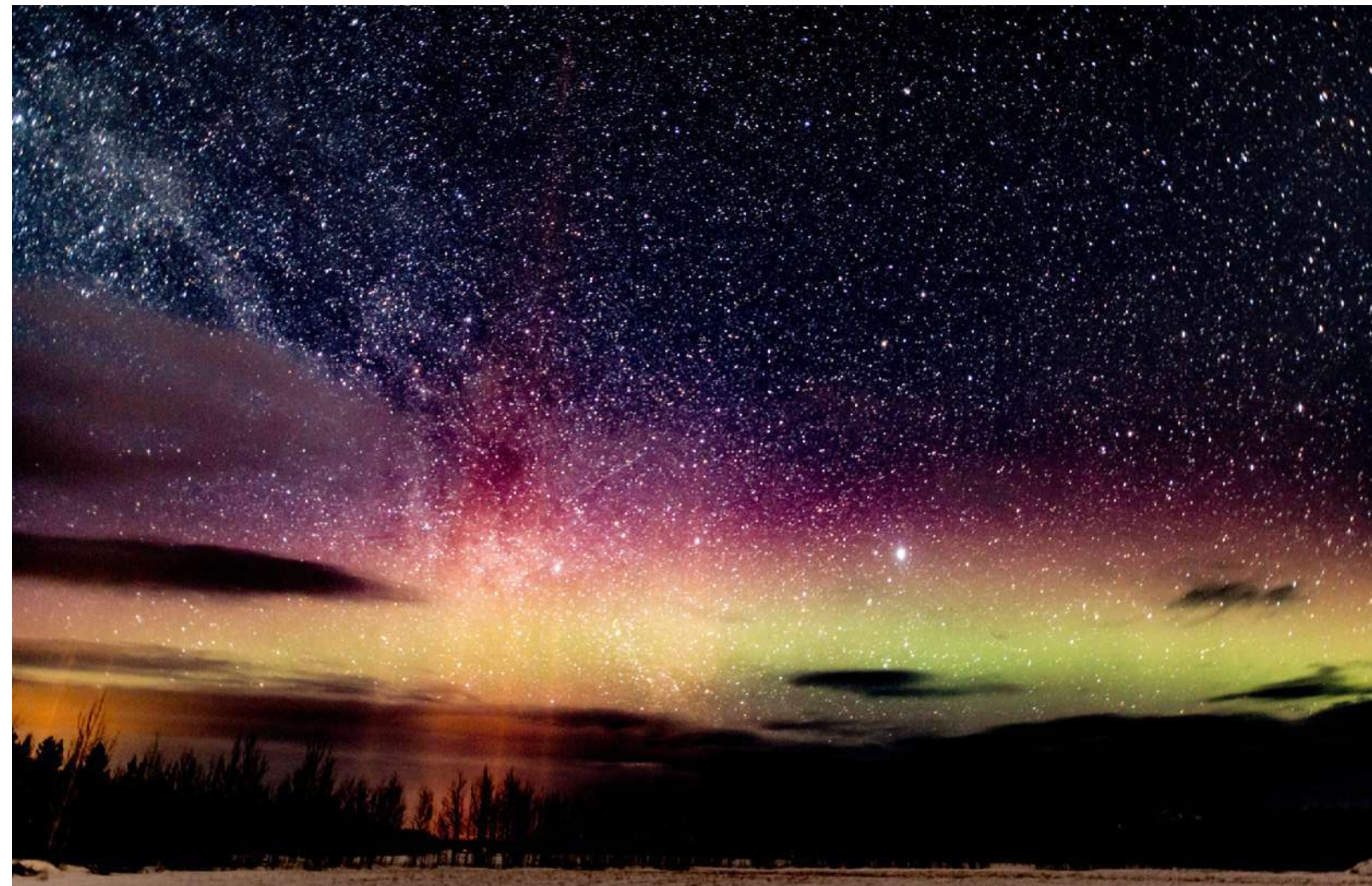


## TRENDS & TRANSFORMATION

Karina Plásticos is on a journey of success, rapid growth and expansion, and high service and development capacity.

It has a line of Masterbatches with infinite possibilities of colors, effects, and customization.

Always focused on new trends, technologies and possibilities, Karina prepares for its customers an E-book of colors inspired by the Metaverse and its applications for the transformative market.



## RESEARCH AND DEVELOPMENT

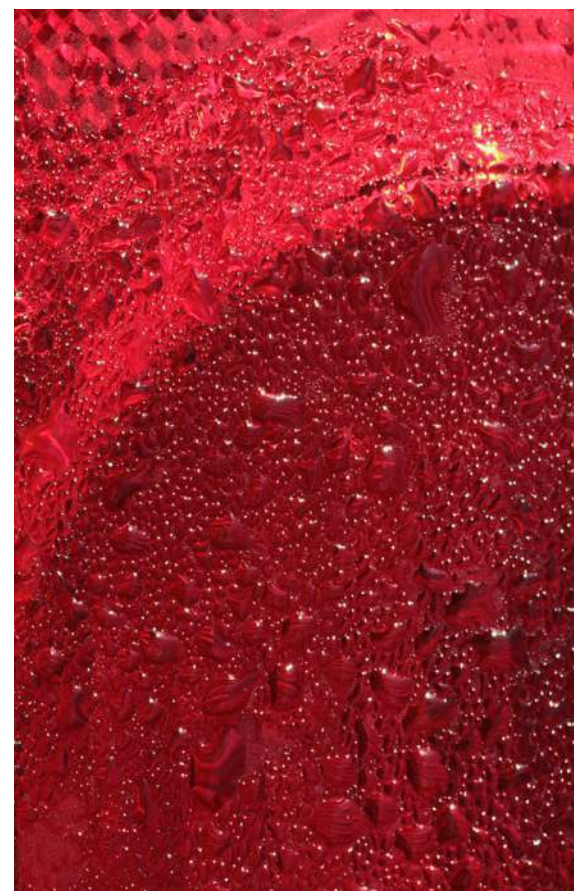
Equipped with a state-of-the-art technology laboratory and counting on the most important private laboratories and research institutes in the country, the company can develop and test the most different compounds, to meet the specific demands of its customers. Its technical team is always ready to provide full assistance, from formulation development to after-sales consulting.

## TECHNOLOGY AND INNOVATION

Investments in technology and innovation made by Karina are fundamental to ensure the quality of its products, increase the portfolio and conquer new market segments.







**Pink Button**

*Ref. Pantone 7635C*



**Sweet Pomegranate**

*Ref. Pantone 7637C*



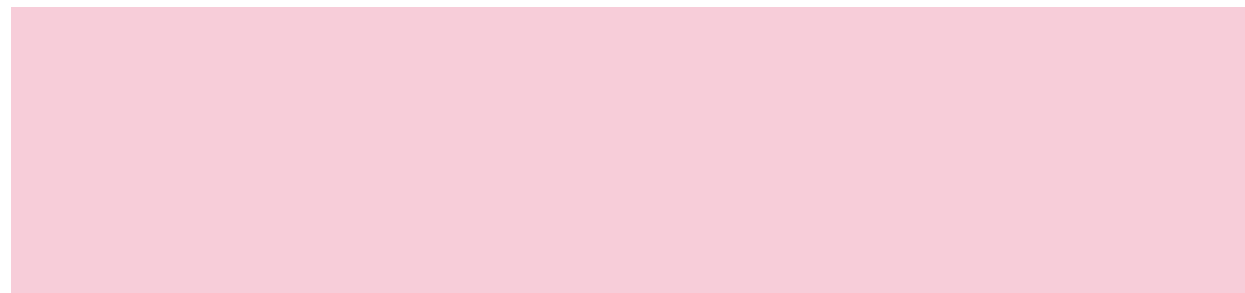
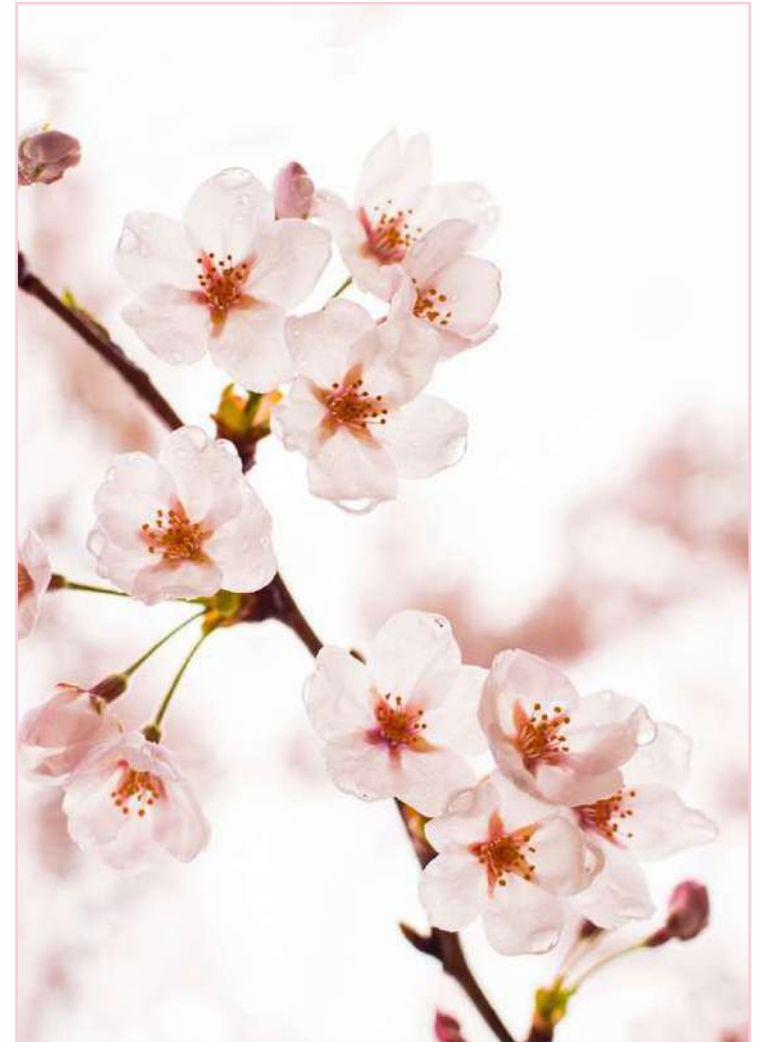
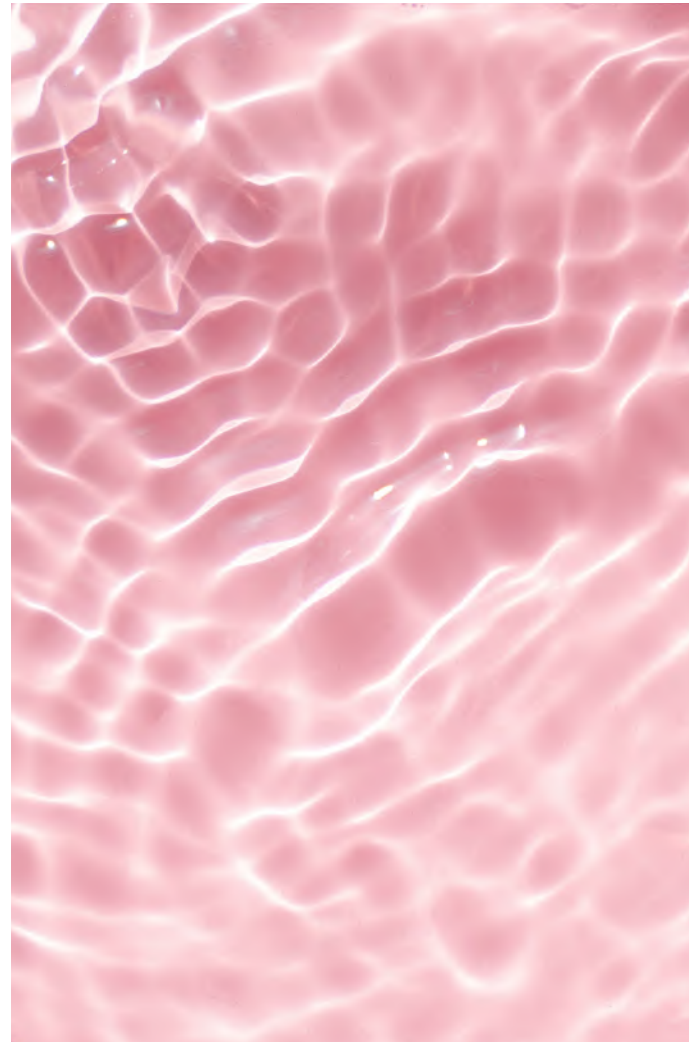




Red Orange  
*Ref. Pantone 172C*



Cherry Rose  
*Ref. Pantone 706C*







Sicilian Yellow  
*Ref. Pantone 3514C*



Avocado Green

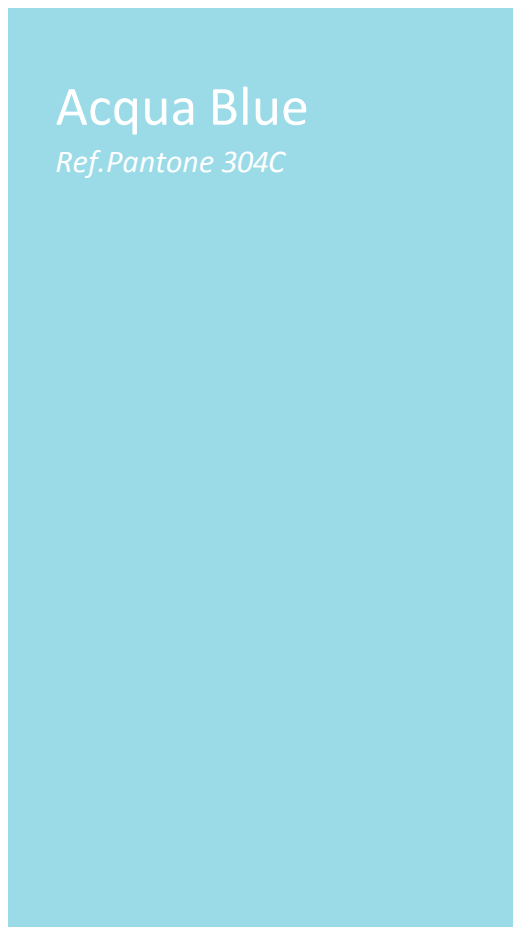
*Ref. Pantone 2281C*







Aurora Boreau Blue  
*Ref.Pantone 7710C*



Acqua Blue  
*Ref.Pantone 304C*







Intriguing purple  
Ref. Pantone 249C





Lavender Breeze

*Ref. Pantone 665C*





# COLOR OF THE YEAR 2023

**"Pantone's Color of the Year, Viva Magenta 18-1750, vibrates hard and energy."**

*"It is a color rooted in nature, descends from the family of red tones and comes expressing a new vigor. Viva Magenta is brave and fearless, a pulsating color whose exuberance drives celebration, joy and optimism, thus writing a new narrative."*

**Viva Magenta  
Pantone 18-1750**

Ref. Karina - MBPEB Rosa  
3900/244-IE

## MASTERBATCHES

Pantone	Color	Code	Description	Resin-vehicle	Light Fastnes	Resistance to Migration	Thermal Stability (°C)
7635C	Pink Button	661.1625	MBPEB RED 4200/475-IE-FG	PE	5	5	200
7937C	Sweet Pomegranate	661.0583	MBPEB RED 4200/271-IE-FG	PE	6	5	270
172C	Red Orange	661.1218	MBPEB ORANGE 3200/272-IE-FG	PE	8	5	280
3514C	Sicilian Yellow	661.0076	MBPEB YELLOW 200/20 IE-FG	PE	5	4	200
2281C	Avocado Green	661.0704	MBPEB GREEN 4000/463-IE-FG	PE	6	5	240
249C	Intriguing Purple	661.1047	MBPEB PURPLE 5200/50-IE-FG	PE	5	4	200
665C	Lavender Breeze	661.0320	MBPEB LILAS 3400/55-IE-FG	PE	5	4	240
706C	Cherry Rose	661.0502	MBPEB PINK 3900/139-IE-FG	PE	4	4	240
304C	Blue Aurora Borealis	661.1482	MBPEB BLUE 600/791-IE-FG	PE	7	5	250
7710C	Blue Acqua	661.1169	MBPEB BLUE 600/676-IE-FG	PE	7	5	250

## ROTO-K®

Pantone	Color	Code	Description	Resin-vehicle	Light Fastnes	Resistance to Migration	Thermal Stability (°C)
7635C	Pink Button	695.0047	ROTO-K RED 4200/245-2	PE	7	5	280
7937C	Sweet Pomegranate	695.0189	ROTO-K RED 4200/341-2	PE	7	5	280
172C	Red Orange	695.0015	ROTO-K ORANGE 3200/171-2	PE	7	5	270
3514C	Sicilian Yellow	695.0068	ROTO-K YELLOW 200/280-2	PE	8	5	280
2281C	Avocado Green	695.0199	ROTO-K GREEN 4000/533-2	PE	8	5	290
249C	Intriguing Purple	695.0314	ROTO-K PINK 3900/120-2	PE	8	5	280
665C	Lavender Breeze	695.0145	ROTO-K LILAS 3400/ 83-2	PE	8	5	280
706C	Cherry Rose	695.0043	ROTO-K PINK 3900/124-1	PE	7	5	300
304C	Blue Aurora Borealis	695.0147	ROTO-K BLUE 600/557-2	PE	8	5	280
7710C	Blue Acqua	695.0310	ROTO-K BLUE 600/676-2	PE	7	8	280



For more details of the masterbatches request the technical specification of the product.



The colors contained in this catalog have as reference the Pantone color scale, and there may be variations after applied to the final product.



Karina Plásticos has a complete line of colors with different effects and finishes.





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