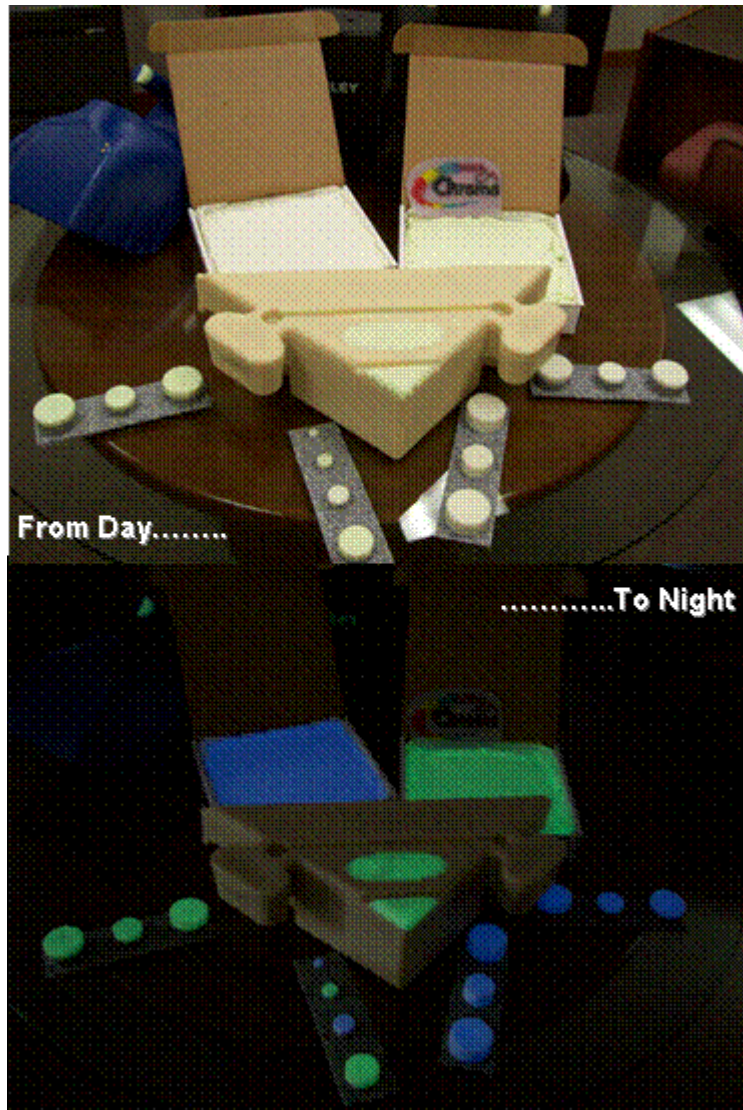




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FOR IMMEDIATE RELEASE



Glow Putty allows Rotational molders to apply Glow-in-the-dark features to specific areas of the mold, for a molded in 29 hour glow!

McHenry, IL, April 26, 2010- Those who rotational mold now can apply a Glow Putty to a specific area of the mold that will glow for up to 29 hours! A new Glow Putty offered by Chroma

Corporation eliminates the need to make an entire part photoluminescent (glow in the dark).

Molders can now use the light stable photoluminescent putty to highlight specific areas of their parts. "The Glow Putty is estimated to cost at least 80 percent less than a part molded entirely of the photoluminescent compounded material. The glow effect is as durable because the color is molded into the plastic", says Stuart Swain, Chroma's Director of Sales and Marketing.

In terms of processing, it works well in rotational molded products. This product allows the rotational molders greater freedom and flexibility of where they want to apply the placement of the light stable Photoluminescent Putty; to highlight a specific logo, mark the end of a docking system, or highlight the risers on rotational-molded staircases.

"Consumer companies are hot on Photoluminescents because they want to design their products to provide safety. This glow in the dark material is light stable, long lasting and does not require light bulbs, wiring or batteries. "Our new Glow Putty product enables molders to offer enhanced visibility and safety properties in one step as part of standard rotational molding process." Says Mike Masterson, Chroma's Sr. Technical Sales Engineer.

The product is available in ten pound boxes in either a green glow, MB-9164 GP or a Blue Glow, MB-9165 GP. For more information, please contact your local Chroma Corporation Technical Sales Engineer, or e-mail to Chroma@ChromaColors.com

About Chroma Corporation

Founded in 1967, Chroma Corporation is a global thermoplastic-compounded raw material leader. Product offerings include the broadest range of custom color, special effect, and specialty additives in masterbatches and precompounded products in commodity and engineering thermoplastic resins. Materials are designed for extrusion, injection molding, blown film and a multitude of other processes and applications including rotational molding. For more information, please visit www.chromacolors.com or e-mail chroma@chromacolors.com

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