

ASP FACTS

PRODUCT: **ChromaColor®**



ADVANTAGE:

ChromaColor provides the most brilliant multi-color logos ever possible on a metal forging. Each insignia becomes integral with the surface. A permanent presentation as durable as the product.

SPECIFICATION:

- Multi-color
- PMS color matching
- Four color process
- Extreme detail
- Will not rust
- Will not scratch
- Will not discolor
- Deep, rich appearance

PERFORMANCE:

ChromaColor provides the most vivid multi-color insignias possible on a metal surface. A highly specialized finish, it is both protective and durable.

SALES STRATEGY:

Show the bright colors and extreme detail of the ChromaColor process. Demonstrate the scratch resistance and deep, rich appearance of the finish.