

TruColor™

Color Compounding

To ensure our furniture isn't delivered to you with streaks, speckles or other color disruptions, Norix® uses its TruColor™ method of color compounding when it produces rotationally molded products made with polyethylene.

The process begins with the mixing of all materials – polyethylene, colorant, and other additives that enhance the product – which are then heated and melted, making them homogenized and completely infused. The material is then extruded and chopped into small pellets with a die, then pulverized into powder before being rotationally molded into a piece of furniture.

For customers, that means every particle of the product contains equal amounts polyethylene and coloring, along with all of the other additives, which creates full and even coloring.

Color is important, and research tells us so. Facilities that have historically been institutional in nature are now changing the way they see their spaces and are using color to help with the healing process and provide positive reactions from those who are housed, work and/or use these facilities. The outcome of these initiatives will be enhanced if quality products with vibrant, full hues are used through color compounding.



Premium TruColor™ polymer is fully compounded for superior color consistency and durability.



Consistent, full color throughout the entire piece of furniture.

Every particle has the same amount of polyethylene, which ensures there is consistency in strength throughout the product.

All other performance additives are consistently dispersed making it a superior product.

No speckling or mottling since the material is already homogenized before it is roto-molded.

NORIX

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