

Fashion Effects

Chromium Fashion Finishes

Choice Beyond Your Wildest Dreams...

3 Dimensions of Chromium

Nothing captures today's style and fashion like chromium. Elegant, timeless and enduring, chromium is an iconic finish.

Now, there's an exciting new range of decorative chromium's from MacDermid, the worlds leading plating technology supplier. New trivalent chromium coatings offering combinations of bright, satin and dark finishes.

Not only do they deliver a rich colour and texture pallet, they also meet today's demanding corrosion performance standards.

When you need style and performance, think and imagine... more from MacDermid.



Key Features

- Styling options beyond the conventional
- Excellent performance
- Trivalent chromium process chemistry
- Available worldwide through approved applicators



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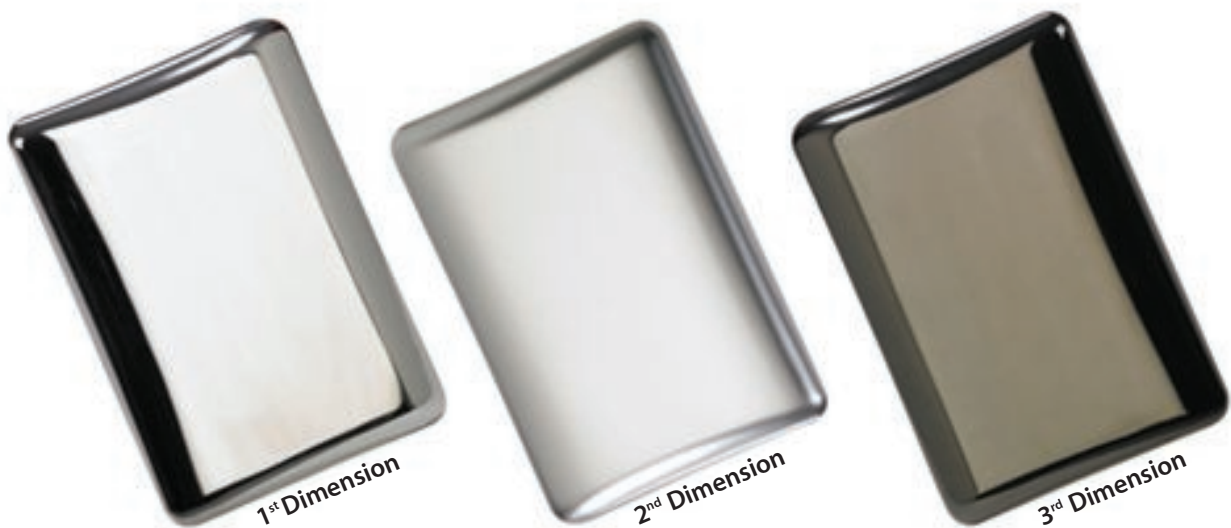
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Chromium –3 Dimensional Styling Options

The increasing demand for new fashion finishes led first to bright, then to satin and now dark chromium. Unlike paints and organic coatings, trivalent chromium's metallic structure provides hard wearing deposits on metals and plastics with exceptional clarity, uniformity and durability.

New and unique combinations of Satin, Bright and Dark chromes are now available to enhance your products and excite your customers.

Performance is no longer an optional extra. Our **Q-Klad** partnership program with key finishers delivers OEM performance, consistency and reliability on a worldwide scale.



It takes more than innovative, high performance products and superior technical service to help our customers compete and win in today's global marketplace. It takes a total commitment to understanding their needs and the ability to provide the right solutions—every time.

When success is your only goal, trust MacDermid.



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