

# ASP FACTS

FEATURE: **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.*