

THE JOURNEY AWAITS

Polymer Solutions for
Adventure Sports Gear



YOUR CUSTOMERS EMBODY A SPIRIT OF ADVENTURE. Arriving at their final destination is just one step in the journey. What if you could help them reach outdoor nirvana with equipment that performs better than ever?

Whether they're summiting Everest or kayaking in a local stream, your customers depend on you to deliver high-performing gear that will enable their desire for outdoor connectedness. Give them an experience to remember with products built on top-quality materials from Avient.



WHEN EVERY OUNCE COUNTS LIGHTWEIGHTING

For outdoor enthusiasts, the lighter the gear, the better. Take a backcountry hiker, for example. Removing even a few ounces from their pack helps them push through that last mile and reach their goal for the day. Or think bigger. What if you had more design freedom when tackling your next big idea for water sports by using advanced composite materials, thus passing on a lighter, higher performing product to the consumer?

Avient can help you reach your goals for weight reduction and overall cost savings, while maintaining an equal or better stiffness-to-weight ratio to that of aluminum.

Benefits of using engineered thermoplastics over aluminum include:

- Significant cost and weight reduction
- Excellent strength-to-weight ratios that are equal to or better than non-ferrous metals
- Increased design freedom with the ability to mold in components and features



BECAUSE
LOOKS
MATTER

AESTHETIC APPEAL

Looking for ways to make your gear both attractive and more functional? Although outdoor enthusiasts usually like to get dirty, they also appreciate beauty in their surroundings. Ever wonder how a vibrantly-colored snowboard retains its bold appearance in the face of ongoing exposure to the elements? Add resilience and lasting beauty to your products with various polymer additives and color formulations from Avient.

Bring beauty to the outdoor experience with products that pop:

- Add vibrancy or brand recognition with custom polymer colorants
- Keep your product's colors brilliant with UV-stable additives
- Reduce cycle times and production costs by eliminating secondary painting requirements with molded-in color and advanced polymer formulations from Avient



STANDING UP
TO FIELD ABUSE

DURABILITY

Your outdoor products need to stand the test of time and resist damage from exposure to environmental elements. Take a fishing kayak, for example. The typical enthusiast is willing to invest extra money into customizing their kayaks with vibrant colors and added accessories. Imagine their disappointment when they find a large scratch or dent in the hull, or their favorite camo pattern faded from sun exposure. Make sure your customers' investments last for the long haul with high-performance materials from Avient.

Give your outdoor gear that extra grit so that it will stay the course:

- Provide high-impact strength and weatherability with materials like continuous fiber reinforced thermoplastic composite tapes and laminates
- Keep your exterior finishes gleaming with material performance enhancements like scratch and mar resistance and UV stable additives
- Make your products safer with performance additives that provide flame resistance and antimicrobial properties



BRINGING SOFTNESS TO A ROUGH RIDE

SENSORY EXPERIENCE

When your customers are exhausted from a long day on the trail, the last things they want to worry about are body aches or physical discomfort. They depend on your equipment to give them the ultimate experience outdoors. You know it's important to incorporate ergonomics and comfort into your product designs, and using the right material for the job will help you achieve these goals. Take a kayak paddle. Soft-touch thermoplastic elastomers (TPEs) overmolded onto a lightweight paddleshaft made of Avient's advanced composite materials can help add to the experience and avoid annoyances such as blisters.

Make your products look and feel amazing, and add shelf appeal while you're at it:

- Offer a more comfortable grip to a typically hard surface with TPEs from Avient
- Provide an easy process for customization with TPEs
- Use materials that provide documented vibration damping and lessen the negative effects of bone-rattling vibration on the human body

Your customers may get their thrills from extreme sports like backwoods snowboarding or a simple family camping trip. Either way, they depend on you for outdoor equipment that helps them do what they love with ease. Whether you're looking to create lightweight designs, amp up aesthetics, rethink comfort, or bring to life your latest cutting-edge idea, you can count on Avient for design and advanced polymer recommendations that will excite your customers and add to your profitability.



For more idea inspiration, contact +1.844.4AVIENT
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