



CASE STUDY

No Visual Compromises: Delivering Color Harmony for an Award-Winning Medical Device

Customer

European Medical Device Company Specializing in Bowel Care

End Use

Visible molded components in an award-winning bowel irrigation device recognized by a globally respected design award program in 2022.

Customer Challenge

The device was designed to restore dignity in at-home bowel care through a sleek, user-centered form. With its public recognition for design excellence, every detail needed to uphold the brand's visual standards—including the color harmony of its visible parts. The components were molded from multiple resins (ABS and TPE) each with different translucency and color behavior. Achieving consistent appearance across these materials posed a significant challenge. Color inconsistencies were visually disruptive, especially in a product where precision and cleanliness are expected. The OEM needed exact color matches in translucent purple and cool grey across dissimilar materials—a technical demand that many suppliers struggle to meet.

Americhem Solution

Americhem developed and delivered three custom masterbatch formulations designed to achieve color harmony across different resin families:

- Masterbatch ABS – Translucent Purple
- Masterbatch TPE – Translucent Purple
- Masterbatch TPE – Cool Grey

Each formulation was engineered for its respective resin, taking into account the nuances of opacity, pigment dispersion, and processing behavior. Americhem's healthcare experience enabled material solutions that not only matched visually but also aligned with the customer's production needs. The materials were delivered in appropriate batch sizes to support manufacturing timelines and ensure consistency from trial to ramp-up.

Value Proposition

Americhem provided more than material—we enabled visual alignment across polymers with speed, reliability, and technical precision. Our differentiation included:

- Cross-Resin Color Matching: Harmonized color appearance across ABS and TPE substrates.
- Healthcare Material Expertise: Tailored solutions for compliance-sensitive applications.

- Batch Flexibility: Materials supplied in volumes suited to development and production needs.
- Lot Consistency: Color uniformity that supported production confidence.

This combination gave the customer the assurance needed to move forward without visual trade-offs or process setbacks.

Customer Success Story

With Americhem's support, the OEM successfully launched their product using materials that met exacting visual standards. The final device presented a cohesive, high-quality appearance that reflected its design intent, critical

Fast Facts

End Application

Award-winning bowel irrigation device

Customer Type

European Healthcare OEM

Materials used

ABS, TPE – Translucent Purple
+ Cool Grey

Challenge

Color matching across
dissimilar resin types

Americhem Solution

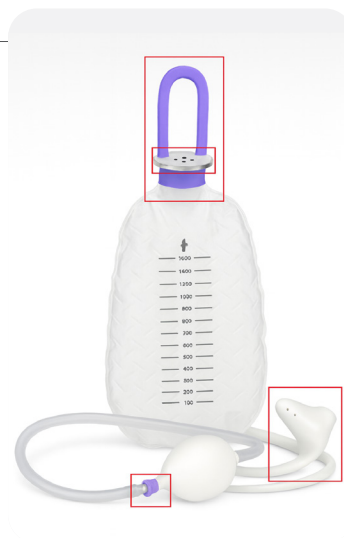
Custom masterbatch for ABS and TPE resins

Differentiators

Visual harmony, small-lot flexibility, reliability

Results

On-time launch with consistent visual quality



for a product recognized with global design acclaim. Americhem's role in achieving material harmony across polymers helped support design execution, manufacturing stability, and brand consistency for a device that stands out in its category.