



Color Launch Process

Accelerating Color from Concept to Production

Connecting design to manufacturing for faster results

Bringing new colors and finishes to market requires more than creative design. It demands seamless integration across design, formulation and manufacturing. The PPG Color Launch Process is a structured, end-to-end approach that connects these stages early, helping OEMs accelerate development timelines, reduce risk and achieve consistent, production-ready results.

Why PPG

PPG combines global color expertise with deep coatings and manufacturing knowledge to support OEMs from concept to production with greater speed, confidence and consistency.

Designed to help OEMs

- Accelerate time-to-market
- Reduce launch risk
- Support right-first-time production
- Deliver consistent results across sites

OEMs Challenge

Accelerate color commercialization from concept to production:

- Faster product launches while managing increasing color and finish complexity
- Balance aesthetics, performance and cost
- Ensure manufacturing readiness from the start
- Align global teams and supply chains

The PPG Solution

A structured process connecting color design, formulation, validation and manufacturing to help:

- Accelerate color development and approvals
- Reduce reformulation and delays
- Improve production readiness
- Support consistent global quality and performance



7 Stages of The PPG Color Launch Process



STAGE 1 COLOR DESIGN

Define color direction, finish targets and manufacturing requirements



STAGE 2 FORMULATION DEVELOPMENT

Develop coatings that meet aesthetic, performance and process requirements.



STAGE 3 APPLICATION VALIDATION

Validate appearance, adhesion, coverage, and process capability.



STAGE 4 MANUFACTURING VALIDATION

Use PPG's Design of Experiment (DOE), data-driven methodology to establish robust operating parameters.



STAGE 5 PRE-PRODUCTION TRIAL

Validate performance under real production conditions.



STAGE 6 MASS PRODUCTION

Support launch with process controls, quality standards and technical service.



STAGE 7 FEEDBACK & IMPROVEMENT

Capture insights to improve future launches and reduce development time.

How PPG Delivers Success



Co-Creation Workshops

Early alignment across teams



Prototyping

Production-realistic coated parts



DOE & Testing

Performance and process validation



Application Trials

Manufacturing-ready solutions



Global Collaboration

Multi-site program support



Supply Chain Readiness

Consistent sourcing and execution



Orange County, California, USA



Zhangjiagang, Jiangsu, China

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