

## Orange and White Chemically Resistant IP66 Electrical Products

July/August 2007

# Orange and White Colour Awareness Month



### Availability

Grey (GY) is the major colour in the PDL 56 Series

- Orange (RO) & White (RW) sales are growing with the market
- All the main items are available in all colours
- Stocked items in White have doubled in the past 3 years
- If it is in the latest PDL Pocket Book<sup>1</sup>, and not available ex-stock it can be made. Lead-times of approx 3 weeks (24 days) apply
- Not all coloured products are held in stock, however they are made locally in Christchurch and can be manufactured when required

### Everything you need to know about Orange, White and Chemicals...

**FACT:** Less than 4% of the world's population have naturally orange (red) hair.

**RUMOUR:** Natural blondes will be extinct in 200 years – BBC News 2002. (Not true!)

**FACT:** 1990s – blonde hair colouring out-sells all others by five to one – Revlon.

**FACT:** 9% of the world is natural blonde, estimates are 35% are coloured blonde.

**FACT:** 2000s – red hair colouring up dramatically. Sales: 30% red versus 26% blonde – Clairol.

Note: (1) Colour availability is specified in the PDL Pocket Book, not all items are available in Orange and White.

See overleaf for more details.



# 56 Series™

World's toughest electrical accessories.



## Orange and White Chemically Resistant IP66 Electrical Products

### Why have Orange, White, & Grey?



# Because one plastic material will not last in every extreme environment.

The standard PDL 56 Series Grey range is designed with superior impact strength and UV stabilisers, perfect for temperature extremes (-40° to +55°), and areas where they may be damaged.

The PDL 56 Series Orange & White ranges are made from identical materials, specially formulated for chemical resistance. Orange is used where high visibility is important, White can be used where aesthetics are considered.

### Features

- Specially-formulated material
- Greater resistance to chemical attack than common plastic materials
- Part of the 56 Series since 1989 (Orange), and 1999 (White)
- Proven in the industry where others fail
- Two colour options:
  - **Orange (RO)** – for safety in industrial environments where electrical products need to be easily visible for safety
  - **White (RW)** – for aesthetics in areas where appearance is critical, especially the food industry.
- For the chemical resistance chart refer to page 44 of 56 Series Brochure.



For more information: contact your local sales representative, or visit: [www.pdl.co.nz](http://www.pdl.co.nz)

