

## **ACRYLITE® Acrylic Used In Mack Truck's New Brand Logo Signage**

Color Changing Effects Create Modern, Sleek Appearance

PARSIPPANY, N.J., May 8, 2015 – Allen Industries, a Greensboro, N.C.–based sign manufacturing company, used Evonik Cyro LLC's ACRYLITE® LED color changing acrylic sheet in the production of Mack Truck's new brand logo.

The refreshed design, enabled by the color changing feature of the acrylic, aligns with Mack Truck's present-day, forward-thinking approach to the heavy-duty truck industry and its customers.

"The unique color changing effect of the acrylic is due to a special pigment formulation that transmits light when backlit," said Laura Torsiello, Acrylic Polymers communications manager. "ACRYLITE® LED color changing back lit acrylic appears dark during the day but glows white at night when backlighting is turned on."

Mack Truck's new brand logo was rolled out internationally and has been featured at numerous dealer and manufacturing locations in the U.S., Canada, Latin America and Mexico. A rollout is expected in Europe later this year.

"There were other products we were considering to accomplish this color change effect," said Pete Barger, vice president of Allen Industries. "We found that ACRYLITE® Acrylic is one of the only products with true black and white color changes. The material also does not require any added surface treatments making it a very cost-effective solution. Evonik offered a variety of thicknesses and sheet sizes, which optimized our manufacturing process. ACRYLITE® Acrylic was available for immediate shipment and it was a much more economical choice than other materials."

ACRYLITE® LED color changing backlit acrylic offers a specialized lighting and display solution to sign designers who are looking to create a color changing surface between day and night. The material properties offer weatherable and UV stable characteristics making the acrylic sheet durable and resistant to fading.

For additional information about Evonik in North America, please visit our website: [www.evonik.com/north-america](http://www.evonik.com/north-america).

**Company information**

Evonik, the creative industrial group from Germany, is one of the world leaders in specialty chemicals. Profitable growth and a sustained increase in the value of the company form the heart of Evonik's corporate strategy. Its activities focus on the key megatrends health, nutrition, resource efficiency and globalization. Evonik benefits specifically from its innovative prowess and integrated technology platforms.

Evonik is active in over 100 countries around the world. In fiscal 2014 more than 33,000 employees generated sales of around €12.9 billion and an operating profit (adjusted EBITDA) of about €1.9 billion.

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