

## NEWS RELEASE

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### **Automotive trend color containing CYPRIS™ Structural Color Copolymer wins prestigious 2024 Red Dot Award.**

ZENOMENON, the 2023/24 BASF Key Color for North America has won a prestigious Red Dot award for Product Design, Materials and Surfaces. ZENOMENON was styled by BASF Elizabeth Hoffman to showcase CYPRIS structural color copolymer, giving the color greater depth and color travel.

“Winning a Red Dot is quite an honor and validates the unique visual properties attainable with CYPRIS structural color,” said Ryan Pearson, CEO Cypris Materials, Inc. “However, not only does CYPRIS structural color give stunning visual effects, but it also offers 1/5<sup>th</sup> the carbon emissions of traditional organic pigments.” After years of research and development, Cypris Materials will launch its first commercial products later in 2024.

“It’s been an incredible journey leading up to this major milestone. Winning a Red Dot award lets designers to know there is a lower carbon option to traditional pigments and dyes without compromising appearance,” said Pearson.



### **About Cypris Materials**

Cypris Materials is developing a new generation of color-improving sustainability, manufacturing, and broadening the color gamut all without any pigments or dyes. Cypris Materials’ coating technology enables new colors and color effects not possible through any other means and is the first paintable photonic coating that is displacing today’s expensive engineering approaches to structural color. Our coating platform helps industry-leading companies redefine the capabilities of color to differentiate their brand and product(s). Further information is available at [www.cyprismaterials.com](http://www.cyprismaterials.com).