

MUSIC ACCESSORIES OEM GUITAR PICKS

AVIENT SOLUTION

ColorWorks™ Design Center, Phoenix, AZ

WHY AVIENT?

- Provided onsite exploration using color theory and trend research to develop three color options for use in dimly lit environments or by people with low vision
- Expedited the process with rapid color matching, iterations, and approvals, allowing time for additional matches to be explored
- Developed specific colors that met all quality standards and offered unique, vibrant, and fun options

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KEY REQUIREMENTS

- Achieve colors that provide enhanced visibility in low-light environments
- Shorten the product development time to accelerate speed to market
- Create a framework of accessibility-focused picks that meet quality and performance standards