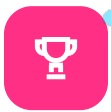


WE COLOR THE WORLD 2026

GLOBAL VIDEO COMPETITION



Aug 10 to Oct 1
Submission window



\$2,000 Top Prize
Plus equipment & kits



15 to 60 sec
Free format video



5 Platforms
Post anywhere below

HOW IT WORKS



How to Enter



Film a 15 to 60 second video
Any style, horizontal or vertical. Show off color, coating and creativity.



Post it & tag Electron
Share on any platform, add the official hashtags, and tag an official Electron account.



Keep your original file
Hold on to the high-resolution version. Finalists provide it on request.



Video Specs

Duration	15 to 60 seconds
Format	Free format Horizontal Vertical
Music	Royalty-free tracks only
Quality	Clear, good visual quality



Where to Post



Instagram



YouTube



LinkedIn



TikTok



Facebook



The Rules

- The Electron brand must be clearly visible at least once.
- Video must be of good visual quality.
- Only royalty-free music may be used.
- All official hashtags must be included.
- Tag at least one official Electron social account.
- Provide the original high-res file on request.



How Winners Are Chosen

- Top 10 advance**
Every submission goes through a selection process; the ten best reach the final round.
- Employees vote**
Electron employees vote to crown the 1st, 2nd and 3rd place winners.



Amazing Prizes

1ST PLACE

NEW Equipment

Next-generation manual powder coating equipment **or** \$2,000 cash, **plus** a one-year spare parts kit.

2ND PLACE

\$1,000

Cash **plus** a one-year spare parts kit.

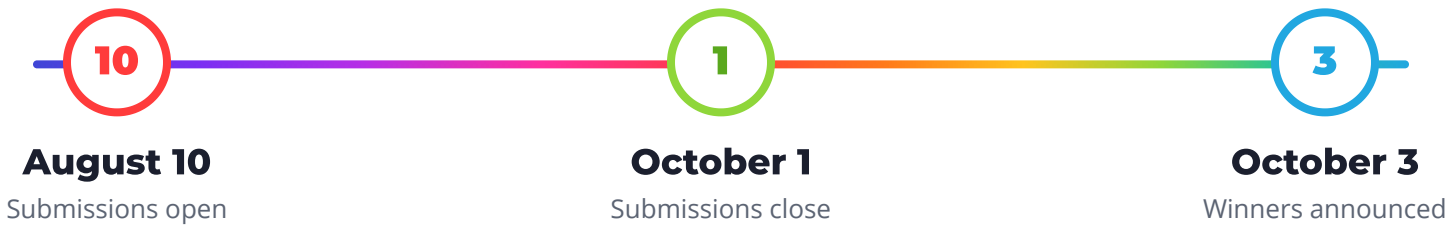
3RD PLACE

\$500

Cash **plus** a one-year spare parts kit.



Key Dates



USE THE OFFICIAL HASHTAGS

#WeColorTheWorld

#WCTW2026

#ElectronPowderCoating

CONTENT USAGE RIGHTS

By participating in the WE COLOR THE WORLD 2026 competition, participants acknowledge and agree that the videos they submit may be used by Electron on its social media accounts, digital platforms, advertising campaigns, promotional materials, and other marketing content. Participants also confirm that the submitted videos are their original work and that they hold all necessary rights to the music, images, and any other content used in their videos.