What is claimed is:

1. A multi-layer colored web material exhibiting viewing-angle dependent color and comprising a first web material and a second web material, wherein said first web material comprises a first polymer having first refractive properties and said second web material comprises a second polymer having second refractive properties, wherein said first refractive properties of said first polymer are different than said second refractive properties of said second polymer, wherein said multi-layer colored web material comprises a plurality of discrete extended elements comprising open proximal ends, open or closed distal ends, and sidewalls, and wherein

(a) said discrete extended elements have a diameter of less than about 500 microns;

(b) said discrete extended elements have an aspect ratio of at least about 0.2; and/or

(c) said multi-layer colored web material comprises at least about 95 discrete extended elements per square centimeter.

2. The multi-layer colored web material of Claim 1, wherein said discrete extended elements comprise thinned portions at said distal ends of said discrete extended elements and/or along said sidewalls of said discrete extended elements.

3. The multi-layer colored web material of Claim 2, wherein said thinned portions of said discrete extended elements exhibit thinning of at least about 25% relative to the thickness of land area surrounding said discrete extended elements of said multi-layer colored web.

4. The multi-layer colored web material of any one of the preceding claims, wherein said multi-layer colored web material is comprised of a multi-layer precursor web comprising a thermoplastic film.

5. The multi-layer colored web material of any one of the preceding claims, wherein said discrete extended elements have a diameter of less than about 500 microns, preferably less than about 300 microns.

6. The multi-layer colored web material of any one of the preceding claims, wherein said discrete extended elements have an aspect ratio of at least about 0.2, preferably at least about 0.5.

7. The multi-layer colored web material of any one of the preceding claims, wherein, said colored web material comprises at least about 95 discrete extended elements per square centimeter, preferably at least about 500 discrete extended elements per square centimeter.

8. A colored web material exhibiting viewing-angle dependent color, said colored web material comprising a plurality of discrete extended elements comprising open proximal ends, open or closed distal ends, and sidewalls, wherein said colored web material comprises an interference pigment incorporated in at least one layer of said colored web material, and wherein

(a) said discrete extended elements have a diameter of less than about 500 microns;

(b) said discrete extended elements have an aspect ratio of at least about 0.2; and/or

(c) said colored web material comprises at least about 95 discrete extended elements per square centimeter.

9. The colored web material of Claim 8, wherein said discrete extended elements comprise thinned portions at said distal ends of said discrete extended elements and/or along said sidewalls of said discrete extended elements.

10. The colored web material of Claim 9, wherein said thinned portions of said discrete extended elements exhibit thinning of at least about 25% relative to the thickness of land area surrounding said discrete extended elements of said multi-layer colored web.

11. The colored web material of any one of Claims 8-10, wherein said colored web material is comprised of a precursor web comprising a thermoplastic film.

12. The colored web material of any one of Claims 8-11, wherein said discrete extended elements have a diameter of less than about 500 microns, preferably less than about 300 microns.

13. The colored web material of any one of Claims 8-12, wherein said discrete extended elements have an aspect ratio of at least about 0.2, preferably at least about 0.5.

14. The colored web material of any one of Claims 8-13, wherein said colored web material comprises at least about 95 discrete extended elements per square centimeter, preferably at least about 500 discrete extended elements per square centimeter.

CLAIMS

1. A multi-layer colored web material exhibiting viewing-angle dependent color and comprising a first web material and a second web material, wherein said first web material comprises a first polymer having first refractive properties and said second web material comprises a second polymer having second refractive properties, wherein said first refractive properties of said first polymer are different than said second refractive properties of said second polymer, wherein said multi-layer colored web material comprises a plurality of discrete extended elements comprising open proximal ends, open or closed distal ends, and sidewalls, and wherein

(a) said discrete extended elements have a diameter of less than about 500 microns;

(b) said discrete extended elements have an aspect ratio of at least about 0.2;

(c) said multi-layer colored web material comprises at least about 95 discrete extended elements per square centimeter; or

(d) a combination thereof.

2. The multi-layer colored web material of Claim 1, wherein said discrete extended elements comprise thinned portions at said distal ends of said discrete extended elements and/or along said sidewalls of said discrete extended elements.

3. The multi-layer colored web material of Claim 2, wherein said thinned portions of said discrete extended elements exhibit thinning of at least about 25% relative to the thickness of land area surrounding said discrete extended elements of said multi-layer colored web.

4. The multi-layer colored web material of any one of Claims 1 to 3, wherein said multi-layer colored web material is comprised of a multi-layer precursor web comprising a thermoplastic film.

5. The multi-layer colored web material of Claim 4, wherein said multi-layer precursor web has a thickness of from about 5 to about 150 microns.

6. The multi-layer colored web material of Claim 2, wherein said thinned portions of said discrete extended elements are at said distal ends of said discrete extended elements.

7. The multi-layer colored web material of Claim 2, wherein said thinned portions of said discrete extended elements are along said sidewalls of said discrete extended elements.

8. The multi-layer colored web material of any one of Claims 1 to 7, wherein said discrete extended elements have a diameter of less than about 500 microns.

9. The multi-layer colored web material of Claim 8, wherein said discrete extended elements have a diameter of less than about 300 microns.

10. The multi-layer colored web material of any one of Claims 1 to 9, wherein said discrete extended elements have an aspect ratio of at least about 0.2.

11. The multi-layer colored web material of Claim 10, wherein said discrete extended elements have an aspect ratio of at least about 0.5.

12. The multi-layer colored web material of any one of Claims 1 to 11, wherein, said colored web material comprises at least about 95 discrete extended elements per square centimeter.

13. The multi-layer colored web material of Claim 12, wherein, said colored web material comprises at least about 500 discrete extended elements per square centimeter.

14. A colored web material exhibiting viewing-angle dependent color, said colored web material comprising a plurality of discrete extended elements comprising open proximal ends, open or closed distal ends, and sidewalls, wherein said colored web material comprises an interference pigment incorporated in at least one layer of said colored web material, and wherein

(a) said discrete extended elements have a diameter of less than about 500 microns;

(b) said discrete extended elements have an aspect ratio of at least about 0.2;

(c) said colored web material comprises at least about 95 discrete extended elements per square centimeter; or

(d) a combination thereof.

15. The colored web material of Claim 14, wherein said discrete extended elements comprise thinned portions at said distal ends of said discrete extended elements and/or along said sidewalls of said discrete extended elements.

16. The colored web material of Claim 15, wherein said thinned portions of said discrete extended elements exhibit thinning of at least about 25% relative to the thickness of land area surrounding said discrete extended elements of said colored web material.

17. The colored web material of any one of Claims 14 to 16, wherein said colored web material is comprised of a precursor web comprising a thermoplastic film.

18. The colored web material of Claim 17, wherein said precursor web has a thickness of from about 5 to about 150 microns.

19. The colored web material of Claim 15, wherein said thinned portions of said discrete extended elements are at said distal ends of said discrete extended elements.

20. The colored web material of Claim 15, wherein said thinned portions of said discrete extended elements are along said sidewalls of said discrete extended elements.

21. The colored web material of any one of Claims 14 to 20, wherein said discrete extended elements have a diameter of less than about 500 microns.

22. The colored web material of Claim 21, wherein said discrete extended elements have a diameter of less than about 300 microns.

23. The colored web material of any one of Claims 14 to 22, wherein said discrete extended elements have an aspect ratio of at least about 0.2.

24. The colored web material of Claim 23, wherein said discrete extended elements have an aspect ratio of at least about 0.5.

25. The colored web material of any one of Claims 14 to 24, wherein, said colored web material comprises at least about 95 discrete extended elements per square centimeter.

26. The colored web material of Claim 25, wherein, said colored web material comprises at least about 500 discrete extended elements per square centimeter.