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The invention relates to the use of vanadium(IV) coordinative compound as a dye for thermoplastic polymers. According to the invention, the use of 8-(1',2'-naphthyl)-1-phenyl-3-methyl-6-thiomethyl-4,5,7-triazanone-1,3,5,7-tetraenato(-)-1,1'-diolato(-)-O<sup>1</sup>, O<sup>1'</sup>, N<sup>4</sup>, N<sup>7</sup>-vanadyl(II) is claimed as a claret-brick-colored dye for thermoplastic polymers.

Claims: 1