



Fast, Easy, Now!

**Chancen und Risiken im modernen
Farbmanagement**

*Chances and Risks in the modern
Color Management*



PANTONE®

TM

München August 2010

Color challenges

- + to find the right color
- + to communicate it
- + to match it in different materials
- + to dye them constantly



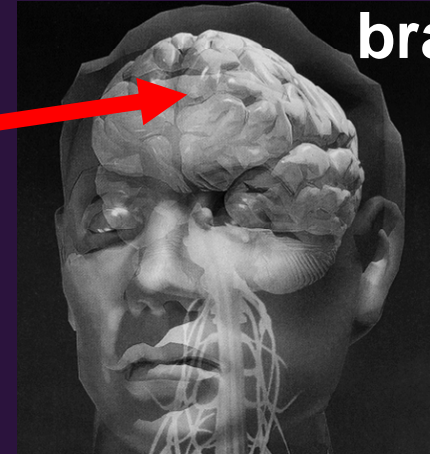
Risk in Perception of color



light source



eye



brain



object

Human Eye



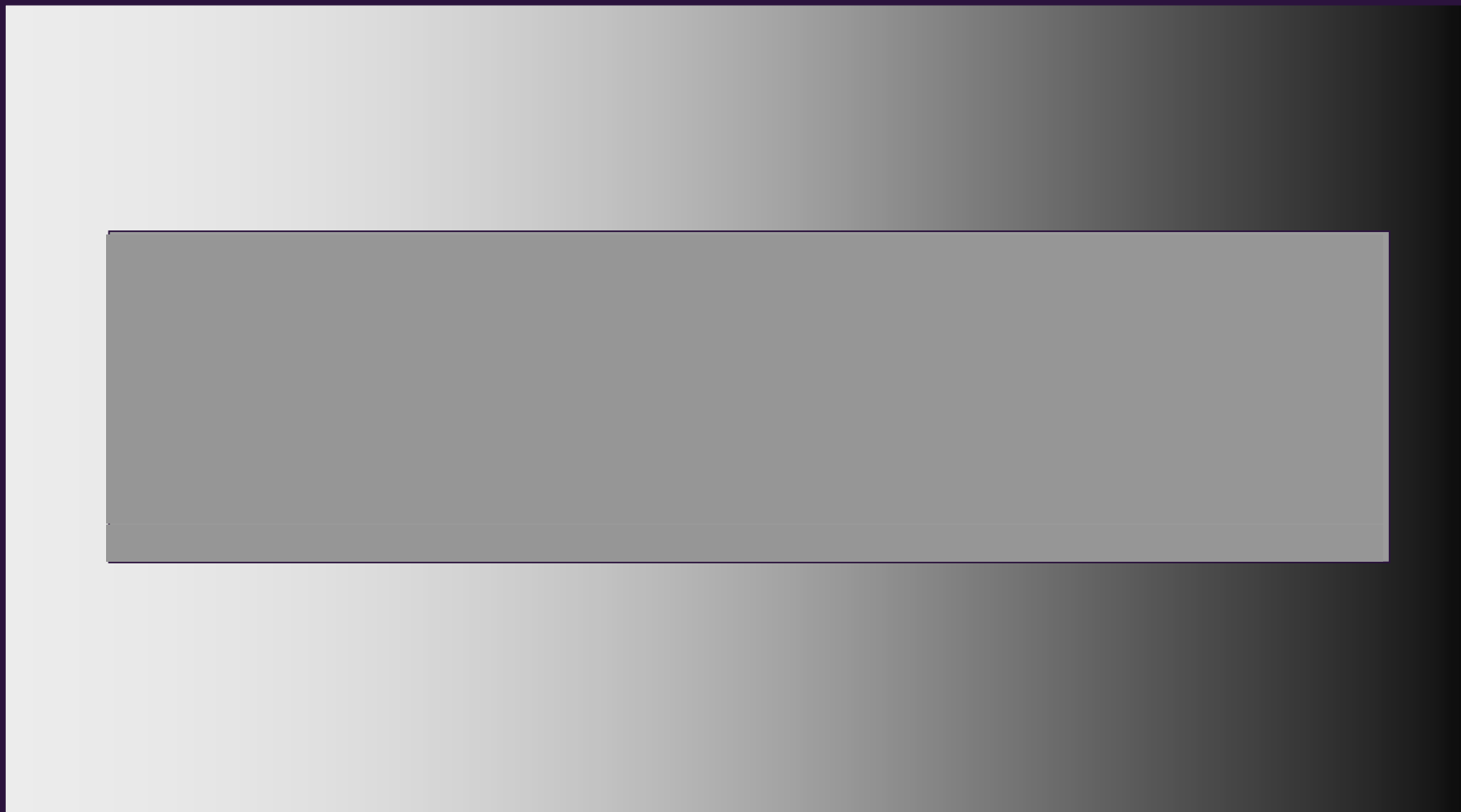
Excellent Instrument

Risks

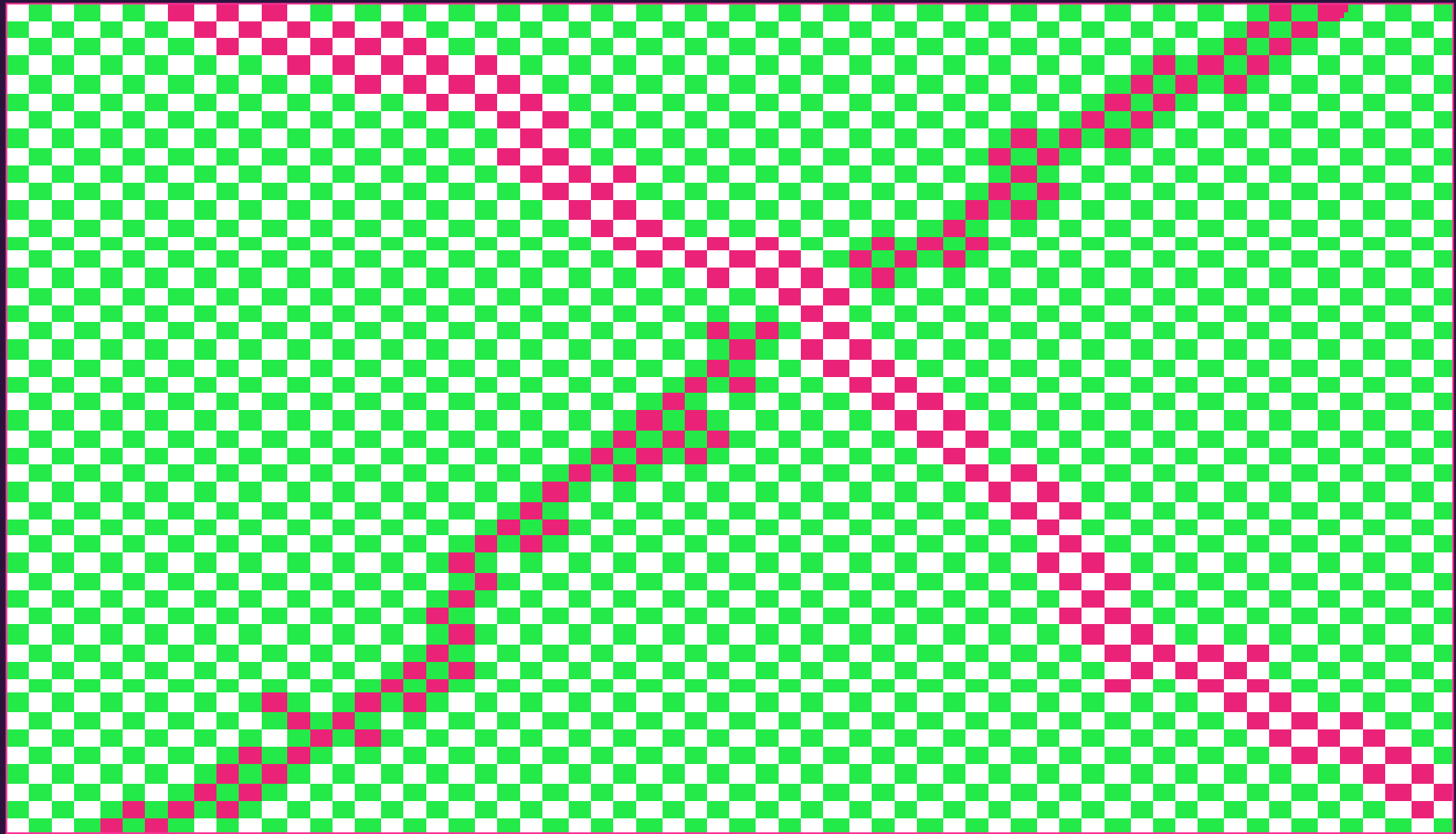
- No exact color memory
- Different perception from one person to another
- The eye can perceive up to 7-10 Million colors



Optical Illusion



How *many* colors?





**The
language of
Color ...**



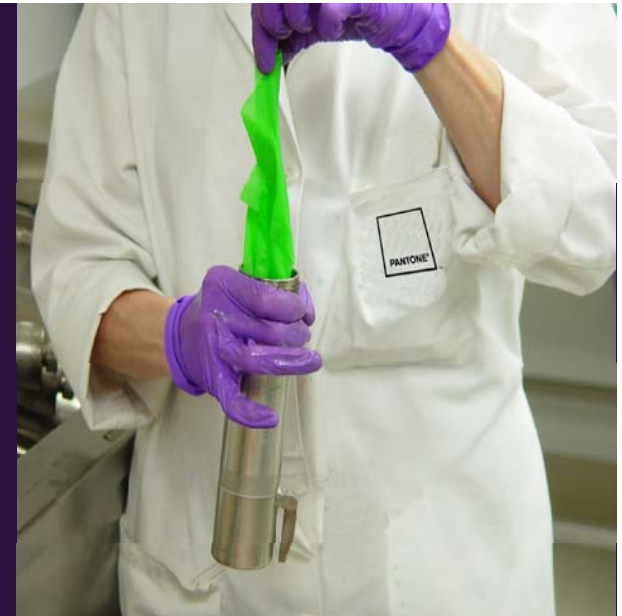
... and global authority of Color!



TM

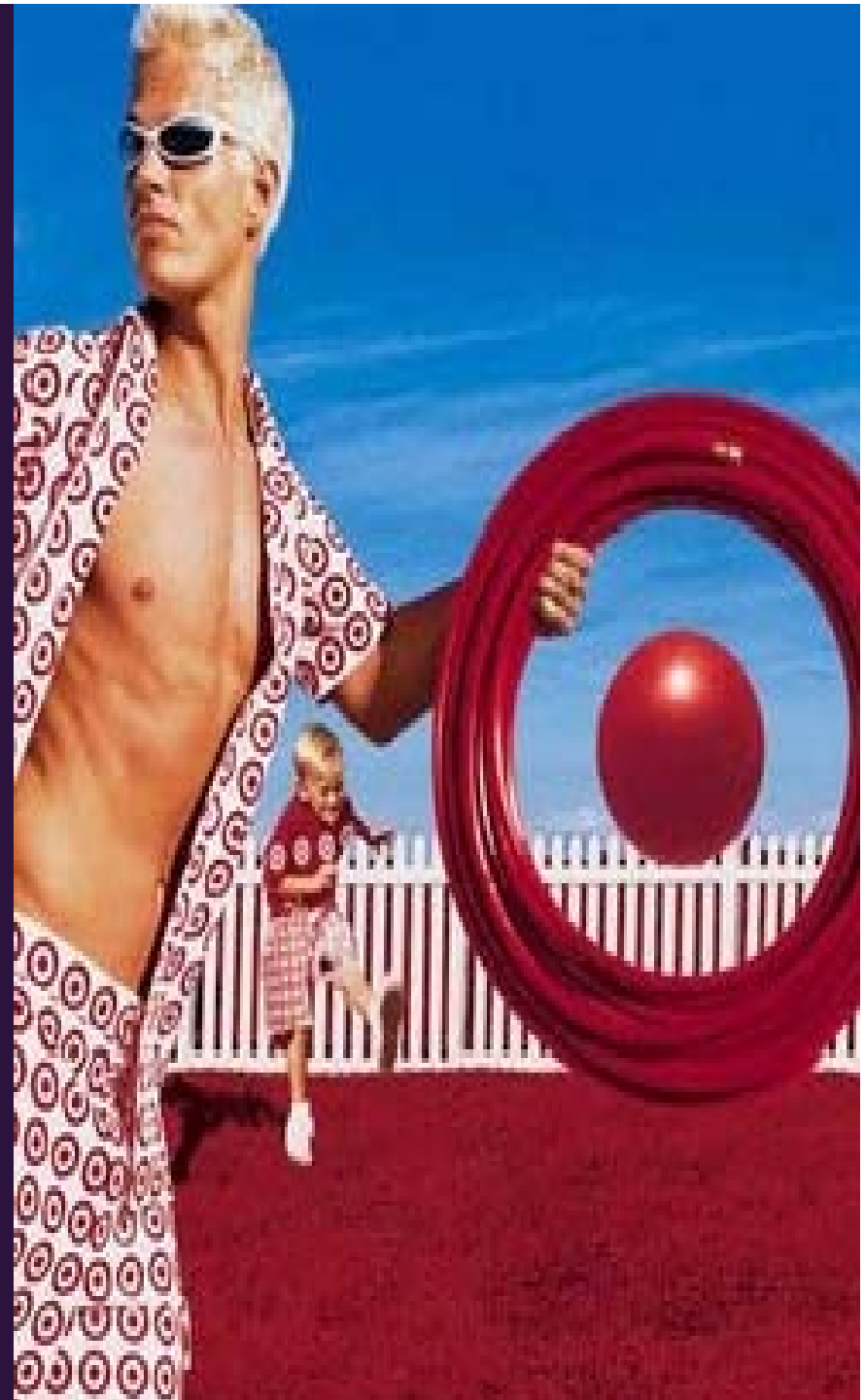
PANTONE®

- + Founded 1962 by Lawrence Herbert in New Jersey
- + Global leader in referencing colors across a big variety of industries
- + Acquired 2007 by X-Rite Inc., an American color measurement technology company



Chances and goals for a modern Color Management...

- + Faster and safer Color Communication
- + Better match of colors in different materials
- + Improved Color Quality
- + Reduction of Costs and lead time



Some of the Customers of PANTONE® Fashion+Home



How many
“hands” have a
color to pass before it
will be
approved?



Global ways of color

Every color has to pass 6 different steps and locations worldwide, before they are finally approved.



6 Manufacturers

5 Quality Control / Design



4 Dyeing Mills

3 Supplier

2 Production Office / free Agents

1 Design



Risks....

- + “Chinese Whisper”: Loosing Information
- + “Language of Color”: Lab-Values for examples, use Spectral Data etc.
- + Insufficient physical sample: Cut Swatch Cards, bought samples (cut T-Shirts)
- + No Transparency, no Rules, no Control in Color Development Process

3 Global Leader...

working since end of 2007 very close together and can offer you the perfect solution for your Color Management without making efforts in matching processes of different companies!



Color management
and measurement
technologies



Selection, referencing
and communication of
colors



Application specialist
for color and textile
effects




Perfect

COLOR

MANAGEMENT

from design through
production.





How
to
optimize
your

Color Management



Pick up Color for Inspiration



Designer found a highly interested color on their trend search tour, on a catwalk show or in a magazine.

Instead of buying the article only because of the color...





... exported to Adobe etc.

+	10.02.2010 13:36:48
+	10.02.2010 13:36:39
+	10.02.2010 13:36:26
+	10.02.2010 13:36:10
+	10.02.2010 13:35:59
+	09.02.2010 23:13:29
+	09.02.2010 22:55:54



Professional Color Selection



The ColorMunki measure all colors from opaque materials in a high quality.

The benefit which ColorMunki gives you against the measurement by your eyes:

- Independence from Lightsources
- Independence on the subjective perception
- Real Spectrophotometer



ColorMunki-Software shows you the PANTONE Codes from every measured color.

Your Benefit:

- Safe Time!
- Software also shows HTML Codes (to program colors on Websites) CMYK Codes (this will be needed by your printer), Lab- and RGB-Codes.



ColorMunki-Software also calibrates the Screen and profiles the printer within a few minutes!

COLORMUNKI DESIGN

Code: MEU 115

Price: 399 €



Color Verification - FABRIC



All Cotton Books will allow you to check the color appearance of the selected PANTONE code in physical cotton swatche.

COTTON PLANNER

Code: FFC105

Price: 795 €



All Cotton Books contain all 1.925 Colors in Cotton Chips in different size.
All colors have the suffix TCX (Textile on Cotton).

COTTON SELECTOR

Code: FFC 102

Price: 1.500 €



Color Verification - FABRIC



All Cotton Books will allow you to check the color appearance of the selected PANTONE code in physical cotton swatche.

SWATCH FILE
Code: FFC103
Price: 3.799 €



All Cotton Books contain all 1.925 Colors in Cotton Chips in different size.
All colors have the suffix TCX (Textile on Cotton).

SWATCH SET
Code: FFC 106
Price: 2.999 €



Color Verification - Leather, Plastic, Ceramics etc.



All Paper Products helps you to find the physical sample in a guide or book with NITROCELLULOSE LACQUE applied on paper.

COLOR GUIDE

Code: FGP 100

Price: 165 €



Also all Paper products contain all 1.925 Colors in in different size. All colors have the suffix TPX (Textile colors on Paper).

SPECIFIER

Code: FBP 100

Price: 375 €

Risks in using wrong or old PANTONE tools...

- + Background (Paper) has been turned towards yellow
- + Colors on Cotton has been destroyed by UV Light (not visible, only with a Spectrophotometer)
- + No sufficient match between Colors on Paper (TPX) and any kind of fabric

TPX - TCX

There are two suffixes in the new Fashion + Home-System (old system TP-suffix):

TPX means **T**extile Color on **P**aper

TCX means **T**extile Color on **C**otton

Example: **17-16 64** **TPX**



Differences between Paper and Cotton



TPX CMYK-Value: 15, 80, 76, 4

TCX CMYK-Value: 16, 81, 81, 4

Chances for Cross References...

Colors
in Cotton...



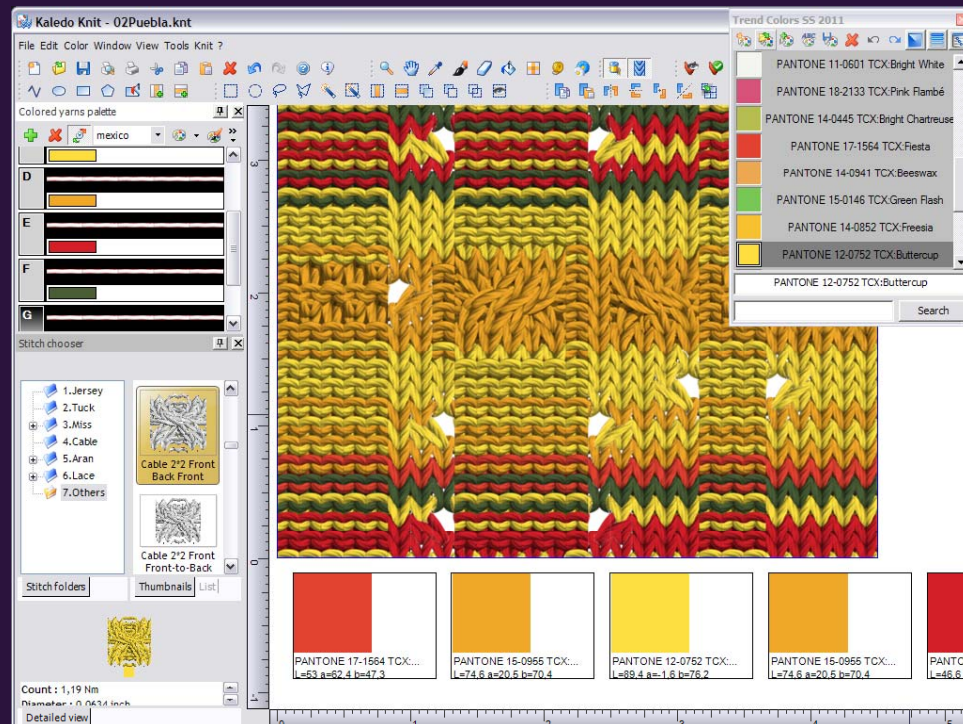
Colors
in Paper...



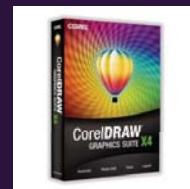
and Colors
in Plastic...



Chances to export Color to Software

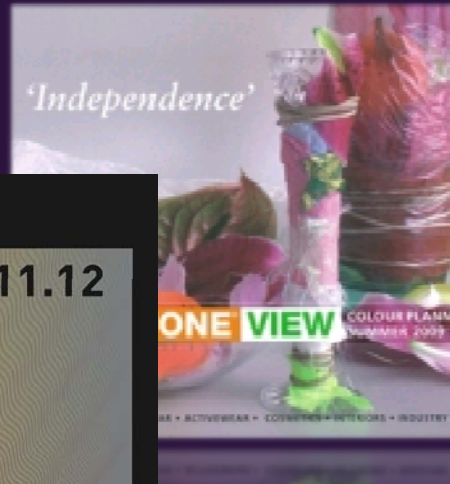


All important Software companies allow to important PANTONE colors or have it already listed in their system.



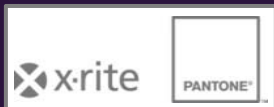
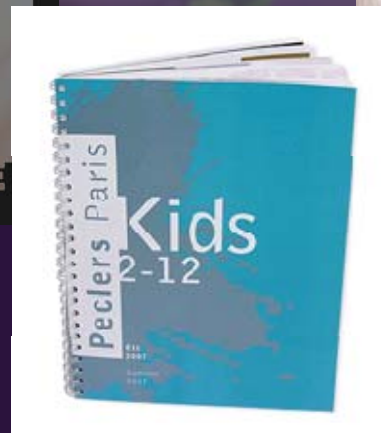
Everybody speaks “PANTONE®”!

All important Trend
Forecast
Companies
reference their
colors with
PANTONE®!



STYLE  SIGHT

PROMO
THE FUTURE OF YOUR CREATIONS



Chances for your **Global Color Communication**



The only PANTONE® Tool with a 100% guarantee for a color standard less than 0,5 Delta E.

The only PANTONE® Tool which have to be used for visible **QUALITY CONTROL** checks and for the **COMMUNICATION** with **GLOBAL SUPPLIERS**.

Your Chances in working with the **SWATCH Card**

- + All colors have been reformulated for optimum commercial reproduction.
- + Optimized Color Constancy. Constancy refers to how the color matches itself when lighting conditions change. First light source is D65, second CWL (similar to TL 84).
- + **SWATCH CARDS** will be available in 102 countries worldwide!



How to order SWATCH CARDS worldwide easy: Affiliate Website

- + Internally information-homepage – Controlling instrument
- + Access for all buying-departments, manufacturers, dyeing mills etc.
- + Track your global quantities



Affiliate Website – Vendor Registration

First Name:

Last Name:

Email Address:

Confirm Email Address:

Account Password:

Confirm Password:

Company Name:

Street Address:

City:

State/Province: *No State/Province? Type 00000 in this field

Country:

Postal Code: *No Postal Code? Type 00000 in this field

Telephone Number:

Type of Business:

Requesting Palette Access for the companies:

[close window](#)

PANTONE
The color of ideas.™

a SMART partnership with
Clariant

Suppliers / Vendors registration form.

	PANTONE © 16-1140 TCX Yam	\$7.23	<input type="text"/>	<input type="checkbox"/>
	PANTONE © 16-1142 TCX Golden Nugget	\$7.23	<input type="text"/>	<input type="checkbox"/>
	PANTONE © 16-1143 TCX Honey Yellow	\$7.23	<input type="text" value="1"/>	<input type="checkbox"/>
	PANTONE © 16-1144 TCX Oak Buff	\$7.23	<input type="text"/>	<input type="checkbox"/>
	PANTONE © 16-1148 TCX Nugget	\$7.23	<input type="text"/>	<input type="checkbox"/>
	PANTONE © 16-1160 TCX Topaz	\$7.23	<input type="text"/>	<input type="checkbox"/>
	PANTONE © 16-1210 TCX Light Taupe	\$7.23	<input type="text" value="1"/>	<input type="checkbox"/>
	PANTONE © 16-1212 TCX Nomad	\$7.23	<input type="text"/>	<input type="checkbox"/>
	PANTONE © 16-1219 TCX Tuscany	\$7.23	<input type="text"/>	<input type="checkbox"/>

PANTONE®

The color of ideas.™

a SMART partnership with
Clariant

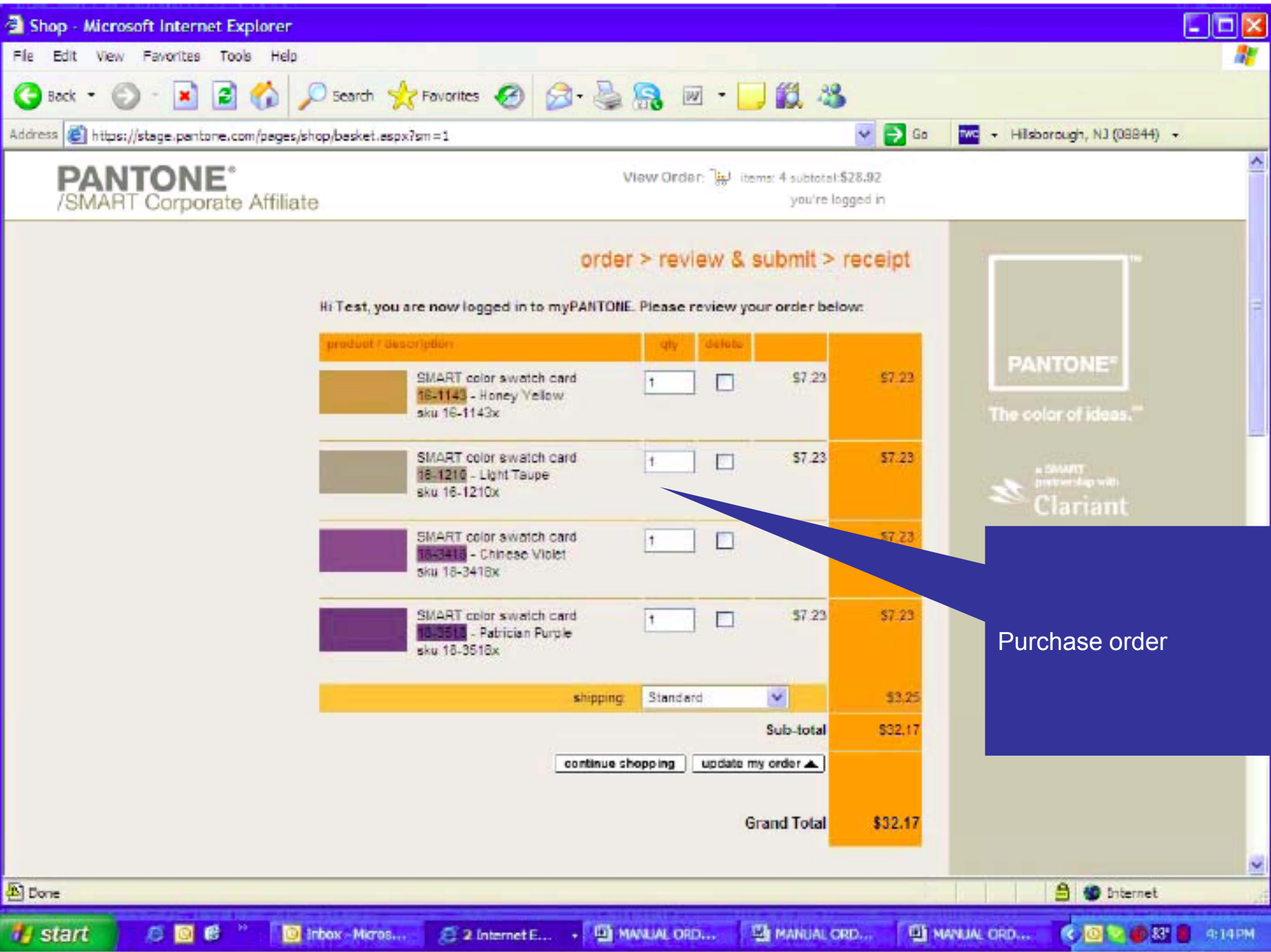
minimum quantity: 1
order spectral data for all selected colors

Swatch price shown does not include spectral data. If spectral data is selected or required, the spectral data charges will appear on the order review page.

ORDERselected swatches

ORDERentire palette

All 1.925 PANTONE TCX colors appears and could be chosen.





PURCHASE S

SMART color swatch and

	PANTONE © 11-0601 TCX Bright White
	PANTONE © 12-0311 TCX Asparagus Green
	PANTONE © 12-0643 TCX Blazing Yellow
	PANTONE © 12-2906 TCX Barely Pink
	PANTONE © 13-0324 TCX Lettuce Green
	PANTONE © 13-4411 TCX Crystal Blue
	PANTONE © 13-6108 TCX Molten Lava
	PANTONE © 18-1555 TCX Molten Lava
	PANTONE © 18-1663 TCX Chinese Red
	PANTONE © 19-1621 TCX Catawba Grape
	PANTONE © 19-1625 TCX Decadent Chocolate
	PANTONE © 19-4030 TCX True Navy

Some customers, who use already this service:

quantity: 1

H&M, Sweden

Walmart USA

Mexx NL

Mothercare UK

\$10.23

Included

Fat Face UK

Turner Bianca UK

\$10.23

Included

Shop Direct UK

Tesco UK

Kohl's USA

J.C: Penny USA

Victoria Secret USA

ORDER selected swatch

ORDER entire palette

Chances in the Color Development Process

- + www.matchpantonecolors.com
- + After purchasing one PANTONE® product, you will get all Recipes for Cotton, Nylon and Polyester through the Clariant website **free of charge.**



© Image copyright: Clariant

www.matchpantonecolors.com

Clariant Recipes

The screenshot shows the Clariant Color Formulations web application. The search results for 'Alpine Green' are displayed in a table with two entries. A red arrow points to the 'Cotton' fiber type in the second entry.

Pantone TCX Color Number	Color Name	Fiber Type	Dye Names and Concentrations	Predicted Color Differences
18-5322 TCX	Alpine Green	Bleached Cotton Knit	Drimaren Yellow CL-3G 29.71 Drimaren Blue HF-RL 17.3 Drimaren Turquoise CLB 38.95 in g/L	DE CMC D65/CWF/Inca 0.00.1/0.2
18-5322 TCX	Alpine Green	Cotton	Drimaren Yellow HF-3GL 1.1044 Drimaren Blue HF-RL 1.0358 Drimaren Turquoise CL-B 1.4237 in % owf	

2.200 customers worldwide use already this service free of charge.

Calculation of cost for developing a color

- 1 lab dip cost your dyeing mill about 50 USD
- for difficult colors your dyeing mill has to be develop sometimes 5-10 lab dips (up to **500 USD** per color standard)
- with Recipes you need mostly 1-2 lab dips to match the original color (up to **100 USD** per color standard)

Rate of Lab Acceptance

PANTONE®
classification
WITHOUT
recipes

First Lab Dip
Acceptance

30%

PANTONE®
classification
WITH
recipes

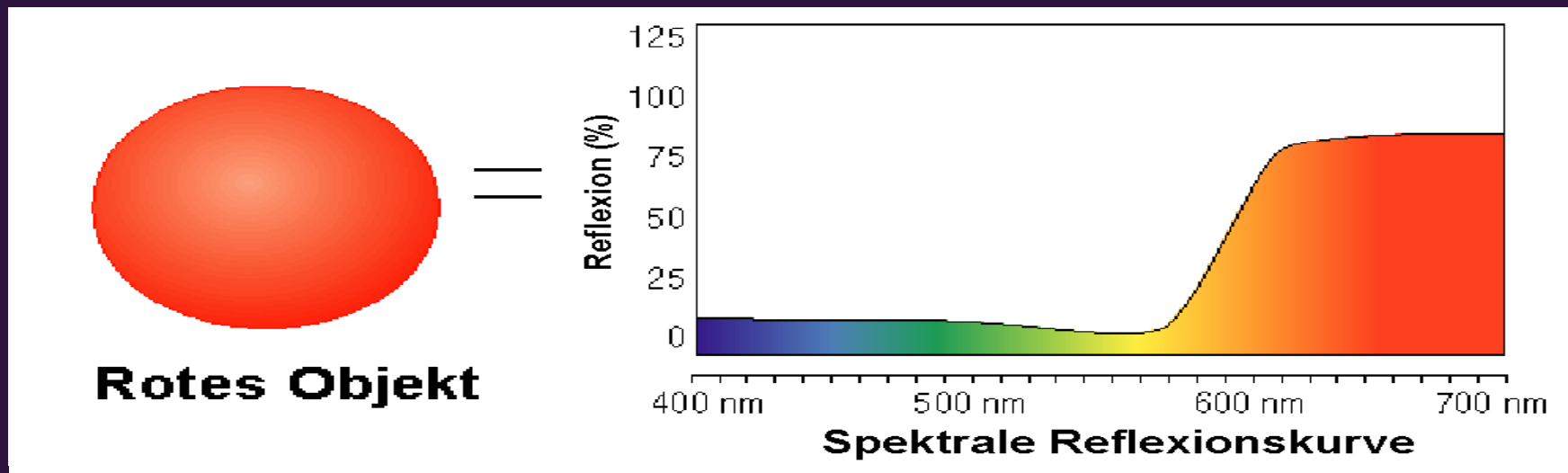
First Lab Dip
Acceptance

80%



Chances in Color Checks with Spectral Data

Spectral Data are Colors expressed by numbers listed in a row. The most popular formats are QTX (Datacolor) and CXF (X-rite).



Chance: Using the right light sources

Recommendation:

First Light Source: D65
(Northern Day Light)

Second Light Source: TL 84
(Fluorescent Light Source like in
Stores).





**More
Chances....**

PANTONE®

TM

Chance: Educate your Suppliers

- + Cost and Handling transparency for dyeing process (PANTONE Questionnaire)
- + Educate your suppliers with the support of the PANTONE Asian Offices

Questionnaire
for Suppliers, Agents, Production Offices and Dyeing Mills
Optimize your Color Management!
01.04.2010
PANTONE EUROPE - Carola Seybold

Are you a Supplier, Agent, Production Office, Dyeing Mill?
On which country are you located?
Company Name _____
Name of the answering person: _____
Job description of the answering person: _____

1. Do you have any PANTONE products in your office? Please make a selection:
A) No PANTONE product
B) PANTONE product named to:
C) Color Products named to:
D) Color Products named to:
E) Color Products named to:
F) PANTONE Color Check Chart
G) PANTONE Color Check Chart
H) PANTONE Color Check Chart
I) PANTONE Color Check Chart

2. How many partner companies in your country have to be involved in the color management process? Please make a selection:
A) 1 Partner: Production Office + Supplier + Dyeing Mill
B) 2 Partners: Production Office Agent + Supplier + Dyeing Mill
C) 3 Partners: Supplier + Dyeing Mill

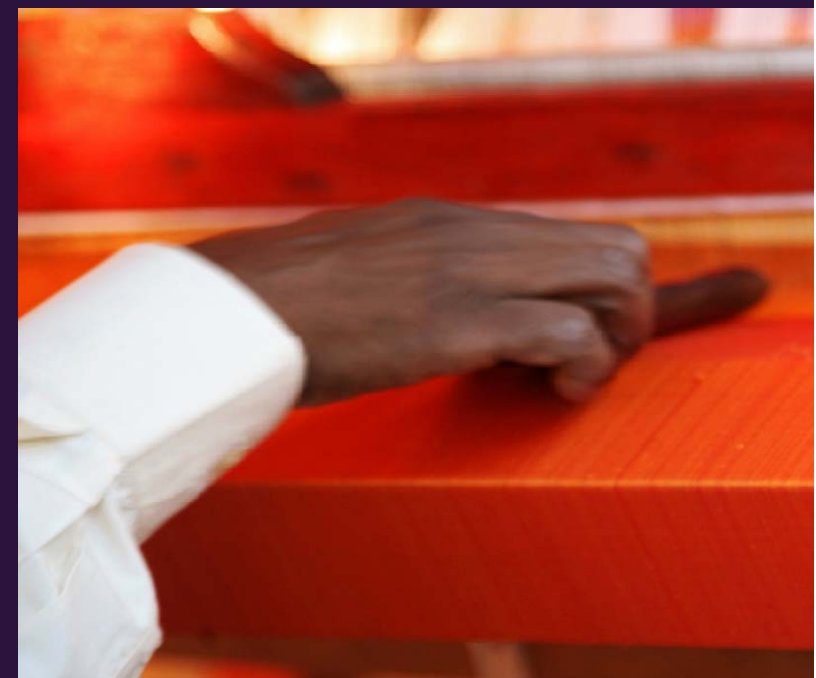
3. How do you get original color sample from your customers / associates in general?
Please make a selection:
A) I get all a PANTONE number
B) I get a list of PANTONE numbers
C) I get a list of PANTONE numbers
D) I get a list of PANTONE numbers
E) I get a list of PANTONE numbers
F) I get a list of PANTONE numbers
G) I get a list of PANTONE numbers
H) I get a list of PANTONE numbers
I) I get a list of PANTONE numbers

4. How many Lap Dye do you normally send to your customers / associates before they approve the order? Please make a selection:
A) 1-3 Lap Dye, send with one delivery
B) 4-6 Lap Dye, send with 2 deliveries
C) 7-9 Lap Dye, send with 3 deliveries
D) 10-12 Lap Dye, send with 4 deliveries

5. Which delivery service do you use to send the Lap Dye? Please make a selection:
A) DHL
B) FedEx
C) UPS
D) Other

6. How do you check the match of the requested color? Please make a selection:
A) Use a Spectrophotometer to measure in all CIE

PRINTED BY: PANTONE EUROPE | 01.04.2010 | 1/1



Chance: Set up a Color Management Manual

- + Fix regulations for all your dyeing mills and suppliers

Specification of (for example)

- + Definition of the Light Sources
- + Sizes and Fabric of Lap Dips
- + Definition of Spectrophotometer
- + Acceptable ΔE Difference

PANTONE Service: We support you to develop it!



Chance: Customized Color Cards



geschnitten in Streifen / 2Stk.
loses, doppellagiges Gewebe
(5 x 11 cm pro Streifen)
10,35 €(Netto), 12,32 €(Brutto)



geschnitten in Streifen / 4Stk.
loses, doppellagiges Gewebe
(2,5 x 11 cm pro Streifen)
10,35 €(Netto), 12,32 €(Brutto)

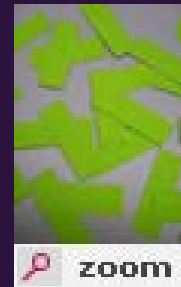


geschnitten in Minis / 2Stk.
loses, doppellagiges Gewebe
(5 x 5 cm pro Mini)
10,35 €(Netto), 12,32 €(Brutto)



**geschnitten in 16 adhäsive
Chips**

Stoff einlagig kaschiert* auf
starkem Papier
(Chipgröße 4,5 cm x 2,0 cm)
16,95 €(Netto), 20,17 €(Brutto)



**geschnitten in 24 adhäsive
Chips**

Stoff einlagig kaschiert* auf
starkem Papier
(Chipgröße 4,5 cm x 1,5 cm)
16,95 €(Netto), 20,17 €(Brutto)

Chance: Customized Colors

- + Development of customized colors looks alike a PANTONE® Swatch Card, including Recipe and Spectra Data.



Protecting

- + New dyestuff technology allows the dyeing cycles to be shorter, meaning less water and energy are used.
- + Most of the F+H colors have formulations which meet the GOTS (Global Organic Textile Standard) and qualify for the production of organic cotton.



Nature !



Mahatma Gandhi:

„If you have continue doing something now for 2 years, check it carefully!

If you have continue doing something now for 5 years, check it sceptically!

If you have continue doing something now for 10 years, **CHANGE IT!**

