



## Easy-to-use color quality control application for industries

### **DATACOLOR AND ARCHROMA PARTNER TO MAKE THE ARCHROMA 'COLOR ATLAS' LIBRARY SYSTEM AVAILABLE FOR COLOR SEARCHING WITHIN 'DATACOLOR TOOLS' COLOR QUALITY CONTROL APPLICATION**

Archroma, a global leader in specialty chemicals towards sustainable solutions, announced that the soon-to-be 5'760 color references of its Color Atlas library are made available within its 'Datacolor TOOLS' platform, an easy-to-use color quality control application for industries where color accuracy is a critical component of overall product quality.

Datacolor® provides color management solutions that empower customers to make objective, cost-effective and smart color decisions, in applications such as textile & apparel, paint & coatings, plastics, photography, design and many others. The perfect integration of its instruments and software help formulate, measure, control and communicate color, and its state-of-the-art algorithms reproduce color on materials and displays.

That is where the Color Atlas by Archroma® will considerably benefit to the users of Datacolor solutions.

The Color Atlas was launched in 2016 to provide fashion designers and stylists with off-the-shelf color inspiration that can be implemented in production with just a few clicks.

The Color Atlas continues to evolve in line with Archroma's commitment to sustainability through innovation. The company describes it as "The Archroma Way to a sustainable world: safe, efficient, enhanced, it's our nature". All color references available in the Color Atlas have been formulated with products that comply with leading international eco-standards, and can be selected based on the desired sustainability profile.

Today, the Color Atlas contains 4'320 colors applicable on cotton poplin, almost the double compared to similar tools available to textile and fashion specialists. Technical support is available to designer, manufacturers, as well as brands and retailers, through Archroma's global offices - for every single color from its selection to its implementation in production. Engineered color standards empowered by NFC technology are also available for all colors and reproducible in production.

Archroma also just launched a similar tool with 1,440 colors on polyester. Both libraries will be available in the 'Datacolor TOOLS' platform for color searching.

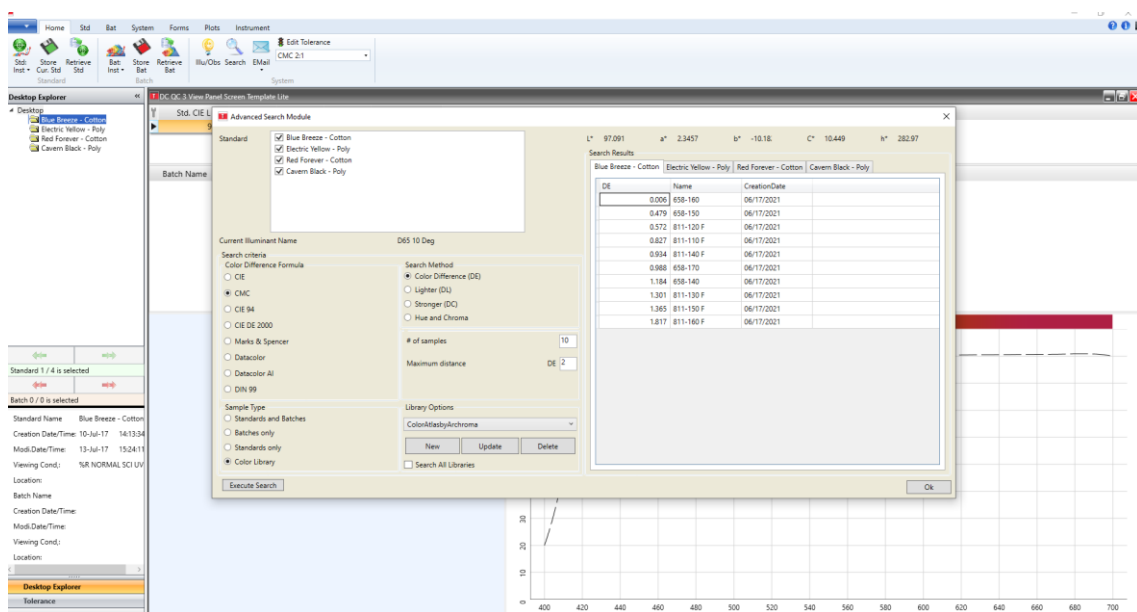
Each color from the Color Atlas by Archroma® is available for purchase from Archroma as an 'Engineered Color Standard', precise digital data and access to global dyeing technical support.



With that, the brands, designers and mills using the 'Datacolor TOOLS' platform will have at their disposal the ability to search the 5'760 colors of the Color Atlas by Archroma®, to quickly find colors for their seasonal color palettes.

“With this collaboration between Datacolor and Archroma, we bring the best two worlds: the software capability of the 'Datacolor TOOLS' platform combined with the color inspiration and executable accuracy of the 5'760 colors available in Color Atlas by Archroma®, explains Lisa Beck, Product Manager at Datacolor. “It’s a match made in heaven for those textile and fashion designers looking to expand their color horizon and accelerate their speed to market”.

“We are proud to partner with Datacolor and thus bring ever more accurate color management to the brands, designers and mills who are using their design tools,” says Chris Hipps, Head of Color Management Services, at the Archroma Brand Studio. “With the Color Atlas by Archroma®, they can finally dream of a color, find it quickly within their Datacolor TOOLS software and then specify it with the confidence that their design intent will be executed in their global supply chains. ”



The Archroma 'Color Atlas' library system will be available for color searching within 'Datacolor TOOLS' color quality control application. (Photo: Archroma)

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