

ARCHROMASM



ColorProse™

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Engineered Color Standards™

Archroma Global Services is the leading supplier of Engineered Color Standards, precise color management tools that represent a major improvement over the traditional standards used by the apparel industry for many years.

Traditional standard vendors positioned themselves to be neutral to dyestuff suppliers. They feel that impartiality toward dyes, processes and dyestuff companies is strategically important to their credibility as a standards company. As a result, their standards illustrate a point in color space...nothing more, nothing less.

Archroma standards, on the other hand, represent affiliation with Clariant Ltd., one of the world's foremost dye and chemicals companies, with a wealth of globally available expertise and information in 120 countries.

Archroma Global Services creates Engineered Color Standards to meet design, retail, production and consumer expectations. Each one is developed with the retailer's requirements for metamerism, suitability for multiple substrates, application requirements, production efficiency, fastness, cost, etc. squarely in the forefront.

Moreover, all Archroma standards are submitted to quality control methods prior to distribution, ensuring the retailer that

Archroma standards are reliably consistent across his vendor base. They are delivered -- either electronically or physically -- with precise dyestuff formulations based on globally available Clariant dyes.

Engineered Color Standards provide the retail customer the solution and tools to fix persistent problems such as shade inconsistency, differences in fastness among suppliers, and unacceptable metamerism across different substrates and from different suppliers.

Combining Archroma's precision color-standard engineering with the designer's creative flair will eliminate many current problems, solve persistent production issues, help manage color on an acceptable timetable, create new opportunities, provide quicker turnarounds, and yield more time for creativity and an expanded role for retail design and color management teams.



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