



# ColorProse™

August 24, 2001    Communicating Color Expertise To Color Professionals Worldwide    1/2001

## The Archroma Solution To Retailers' Major Color Problems

Retailers generally agree that the color of an article is among a shopper's first considerations when buying. So apparel companies and brand managers invest significant time and energy designing and managing color. Important competitive advantages and meaningful customer loyalty and satisfaction are closely aligned with precision color management.

Interestingly, color management has become a greater challenge as retail apparel companies have advanced into sourcing through global networking. It's likely that no single mill or vendor can provide the high volume articles required for the store shelves of most major retail companies. A single garment, for example, may be constructed of components from 6 different mills on 3 different continents, but they are expected to look and behave the same when displayed in the store.

Engineered Color Standards<sup>SM</sup> (ECS) from Archroma Global Services incorporate known formulations of reliable dyes, chemicals and processes. They provide the retailer the option to specify the exact dyes used to make a particular shade. That's important, because the only way to avoid metamerism under different lights is for all articles of a particular color to be dyed with the same dyes! And there's the added benefit that using the same dyes on all fabrics ensures the same fastness, assuming the dyes are all properly applied.

One cause of wide shade bands among different vendors is non-uniformity resulting from use of traditional standards. Archroma standards are standardized and precisely engineered to the retailer's requirements. A tight tolerance among standards leads to narrower shade bands from vendor mills...precision and quality control in the standards yields precision and uniformity on the shelf, and that stimulates customer preference.

### Common Retail Color Problems:

1. Color inconstancy: Colors don't look the same in different lights;
2. Unacceptable metamerism: The "same" garments from different sources don't look alike in different lights and viewing conditions;
3. Mis-matched coordinates, especially when sourced from different mills and vendors;
4. Wide shade bands;
5. Variable fastness among the "same" articles;
6. Communicating color quickly and effectively among partners in the supply chain;
7. The color development process taking far too long from design concept to retail shelf.

Speed to market with fashion apparel that will catch the consumer's eye and win their pocketbook is essential. Thanks to the "best match" provided with Archroma's Engineered Color Standards, the tedious and time-consuming process of shade matching and rematching is eliminated. This means mills using the ECS formulation can respond more nimbly to retailers' requirements...and that means the garments can be on the shelves and on the racks quicker for purchase.



Archroma Global Services, 4331 Chesapeake Drive, Charlotte, NC 28216    Tel: 704.395.6502  
www.archroma.com