X-rite **PANTONE**®

Color Consulting, Services, and Seminars

For Consumer Packaged Goods Brands

X-rite **PANTONE**®

It's important to ensure design intent is realized each time and everywhere a product appears. But with so many variables to impact print quality, how can brands utilize suppliers around the world and still achieve consistent color?

Our X-Rite Pantone Brand Color Experts offer a series of customizable consulting services and workshops to help you achieve accurate and consistent brand color everywhere it appears.

Custom Workshop: Color Fundamentals for Brands and Designers

In this workshop, we bring together the art of color from Pantone and the science of color from X-Rite and customize the material to your environment and branding requirements. Our experts come to your site for an interactive session full of hands-on demonstrations and plenty of time for questions.

Engaging and Interactive

Bring your whole team! This workshop is designed for you and customized to your individual needs. Come with questions and color problems in hand. We will work through them with you, live and in person, explaining everything as we go.

You Will Learn:

- ⊕ The history of color and systems that help describe color.

- ⊕ The nature and role of light.

- ⊕ How to choose the best instruments for your color needs.

- ⊕ How to recognize and overcome appearance characteristics that change the perception of color

- ⊕ How to communicate color differences objectively

- ⊕ How to apply concepts of the Color Technology Maturity Model

- ⊕ An introduction to industry standards and their applications in different manufacturing processes

"Our trainer was very informative and made the presentation entertaining and easy to understand for different roles. He addressed all our specific challenges and questions and provided solutions. Overall, it was a fantastic workshop and we walked away with lots of action items."

~ Participant from a global video game, trading card, and media franchise

Consulting Service
Color Achievability Report

This consulting service is ideal for designers, agencies, brands, and printer converters in print, packaging, plastic, and textile supply chains with little or no knowledge about how to implement a digital workflow.

How it Works

After consulting with you about your color goals, our Color Experts will measure your color samples using X-Rite's comprehensive suite of color-measurement devices. A Color Scientist will then analyze your digital samples and provide an actionable report.
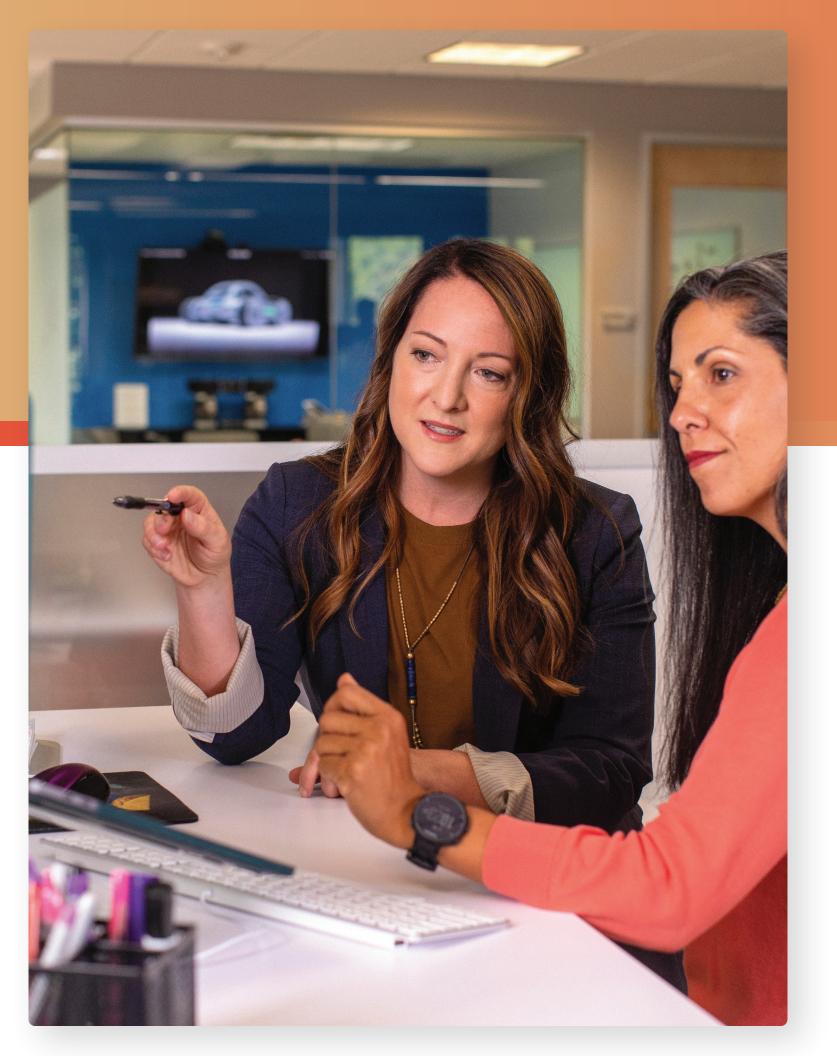
The Final Report Will Contain:

- A comparison of color differences
- Colorimetric information, including CIELAB, sRGB, and the closest Pantone Color
- Color feasibility in mixed production and materials
- Colors uploaded to PantoneLIVE Private Cloud (when requested), CxF or spreadsheet of measured data

"X-Rite Pantone has helped us implement a color quality culture. Even those in charge of quality control in the confectionary company are starting to use spectrophotometers to control the color and flavor of our products. Whether Mentos packaging is printed in India, Tanzania, Italy, or another location, we have a clear picture into our brand color quality and can trust it will be consistent around the world. We are very satisfied about the outcome and confident to successfully move ahead on our brand color consistency strategy."

~ Angelo Mazzacani, Packaging Production Director at Selection - Perfetti Van Melle

Consulting Service: How to Create a Color Standard & Specification

This service is ideal for designers, agencies, brands, and printer converters in print, packaging, plastic, and textile supply chains with some knowledge of color industry standards and measurement technologies.

What We Do

A Color Expert will offer guidance to set achievable color standards and color specifications for a variety of materials and production methods so design teams can create with confidence and suppliers can deliver on expectations.

This Service Covers

⊕ How to effectively incorporate digital and physical reference color standards into your design workflow

⊕ The implications and financial impact of selecting an incorrect color standard

⊕ Key digital workflow concepts, including:
  + The characteristics of a good color standard
  + Industry standards that matter
  + How to achieve consistent color across the supply chain

⊕ How to apply concepts of the Color Technology Maturity Model

"Moving from physical color references and visual evaluation to a digital color program has dramatically improved Soap & Glory's printed packaging color consistency. Instead of spending time and money relating to the subjective acceptance or rejection of printed colors from Soap & Glory printers from around the world, we can now monitor print quality across multiple sites through X-Rite Pantone's connected software solutions. Giving printers ownership over print quality means they don't ship if color isn't right, preserving our brand identity on the shelf. It's a win-win for everyone."

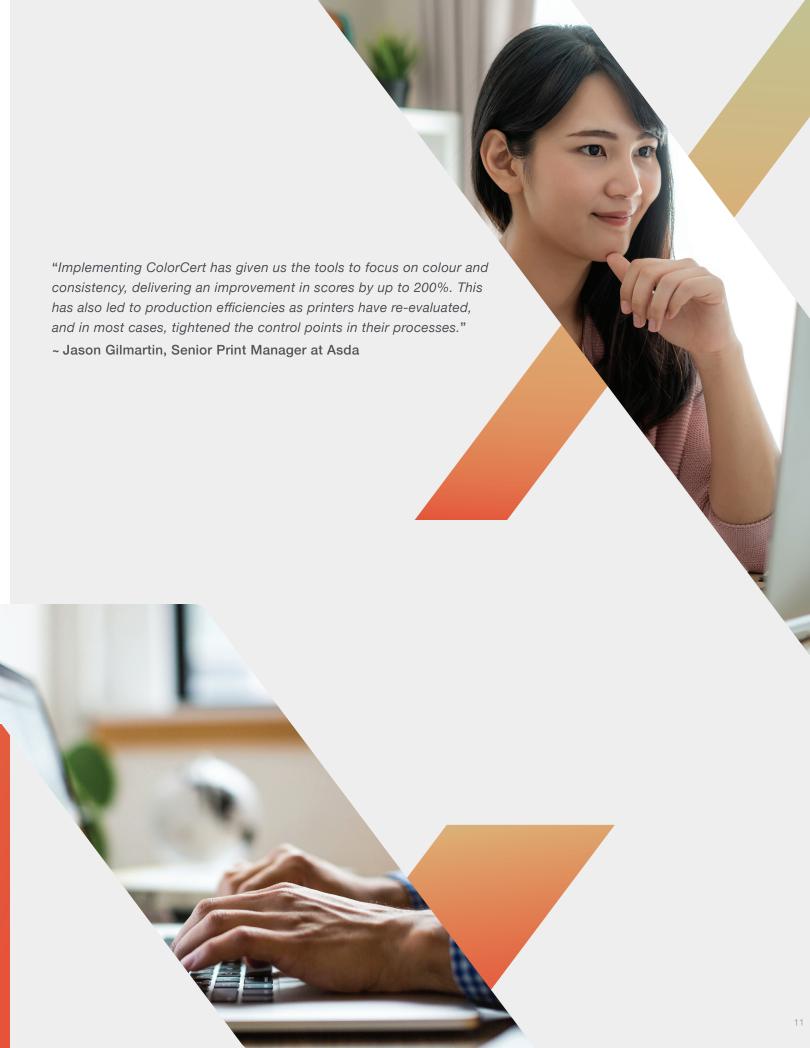~ Craig Davids, Global Artwork and Print Manager – No7 Beauty Company

Consulting Service: Print Quality Program Startup

This service is for brand design, print quality, and procurement teams to kickstart a print quality program with their suppliers.

This program brings together quality reporting and enables the digital solutions to improve visibility to production and overall quality results. Brands will benefit by reducing onsite press approvals and post-production evaluation of printed samples. Printers will benefit by reporting to a digital scorecard and leveraging many of the quality tools and best practices they already have in use.

"Implementing ColorCert has given us the tools to focus on colour and consistency, delivering an improvement in scores by up to 200%. This has also led to production efficiencies as printers have re-evaluated, and in most cases, tightened the control points in their processes."
~ Jason Gilmartin, Senior Print Manager at Asda

Get a Free ROI Analysis

Wondering whether a Print Quality Program is worth the investment? Our Brand Color Experts have helped the world's leading brands establish successful programs, and we can help you too. Learn more with a Free ROI Analysis for your brand.

Color Education Resources

Enhance the quality of your work and customer satisfaction with our many educational resources to support your understanding of color measurement.

Webinars

Stay up-to-date on the latest industry information, color measurement knowledge, and technical skills to master any color process.

Application Resources

Browse our application resources to understand common color challenges by industry and solutions to achieve specific color goals.

Color Blog

Check out our blogs for relevant information about our products, tips, and tricks to improve your color management processes, and much more.

Whitepapers

Written by our Color Experts, our whitepapers provide you with clear and concise understanding of the task at hand.

Case Studies

We share our customers' information through case studies so you can discover how others are managing their color and how it impacts their overall success.

Color Glossary

Our color management glossary contains over 1,000 color-related terms to help you better understand how color affects you and your workflow.

"X-Rite Pantone's portfolio of digital brand color specification, color measurement, and print quality program solutions has allowed Coca-Cola Europe to expand packaging design execution capacity, get to market faster, reduce package-print related costs, and achieve print color consistency the first time, every time."

~ Louis Jolie, Design to Print Marketing Manager at Coca-Cola Europe

To learn more about how we can help your team achieve color success, visit us online at https://go.xrite.com/packaging-brands

Brands that Trust X-Rite Pantone

3M
ABInBev
ASDA
Coca-Cola
GP Georgia-Pacific

HAVI
HERSHEY THE HERSHEY COMPANY
IKEA
Kimberly-Clark
hh global

CooperVision
L&E
Nestlé PURINA
niagara
P&G
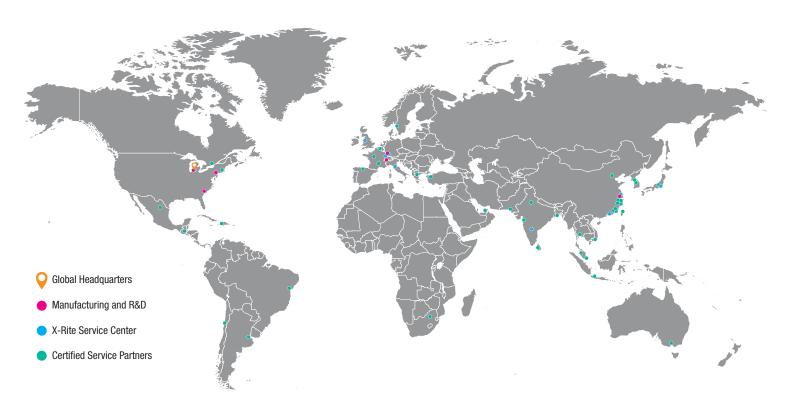
PEPSICO
PERFETTI van Melle
TARGET
Unilever
adidas

Enhance the Quality of Your Work

Great color means great quality. With so many places for color to go wrong, it can be hard to know how to get it right. That's where we come in. Our Color Experts are there to help you learn everything you need to know, so you can achieve the highest level of color quality and integrity. That way, your product—and your customer's product—can come out ahead.

Legend:
- Global Headquarters
- Manufacturing and R&D
- X-Rite Service Center
- Certified Service Partners

End-To-End Solutions

We provide solutions that span the entire workflow, from design through production, to ensure your color is optimized.

Innovation

Bridging the gap between color and appearance, we are blazing the trail for you to take your color operations to the next level.

Experience

With 60+ years of experience in color manufacturing, our expertise spans a range of industries.

Passion

Inspired by the great color our customers produce, our X-Rite color team provides quality support and training services.

Call **888-800-9580**
or visit **www.xrite.com**

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