

# Why Digital Color Management Matters

**datacolor** 

A garment's journey from concept to retail store is fraught with obstacles that threaten to delay its time to market. Chief among these is color.

Though "fast fashion" is becoming a scourge for the industry, it's undeniable that consumers continue to demand readily available color trends. As a result, textile producers and apparel brands are increasingly trying to balance fast production with product quality, while also attempting to meet sustainability objectives and manage supply chain transparency.

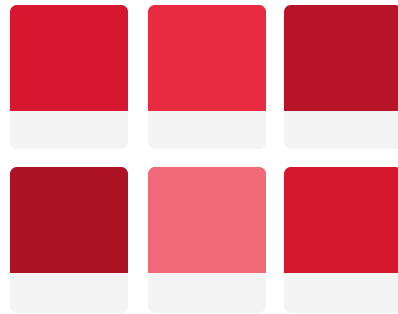
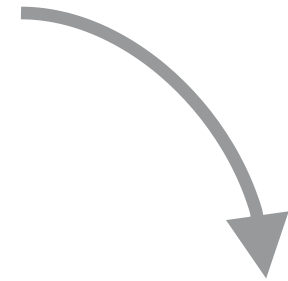
With so many factors at play, even a single misstep can delay the production cycle by several weeks and prevent products from hitting the shelves. In conditions like these, getting color right the first time is critical.

How can companies keep up with these challenges while ensuring color consistency?



# The Color Management Process

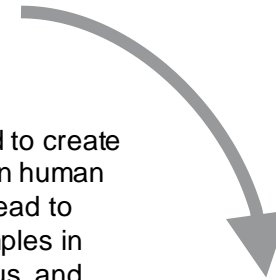
**1** It all starts with a spark. Designers draw inspiration from the runway, travel and trends; then they collaborate with the color team to translate their artistic vision into an official color palette.



**2** The product team then defines color standards and evaluates the material and fit to determine if the colors will work for the specific fabric. As little as 25% of colors from the design team become production orders.



**3** Next, the fabric is dyed to create a lab dip. Differences in human color perception may lead to multiple rounds of samples in order to gain consensus, and shipping physical samples around the world for approval can drive up the cost and hamper speed to market.



**4** When a sample is finally approved, the mill is charged with meeting the established design and color expectations, often relying again on subjective methods of color evaluation.



# A Better Way

Color poses challenges at every stage of the production cycle as teams work to make critical decisions that impact cost, timing and quality. From inspiration to formulation, production and delivery, Datacolor's digital color solutions can support you at every step of your workflow.



## Specify

Designers can speed up palette creation by accurately identifying colors across major color standard libraries on-the-go.

## Develop

Datacolor offers software to enhance the accuracy and speed of recipe creation and provide superior first-shot matches.

## Match

For objective color evaluation, Datacolor has a range of spectrophotometers, including those capable of measuring "difficult" materials like buttons and lace

## Produce

Datacolor lab equipment automatically dispenses dye recipes and helps avoid expensive re-dyes.

## Check

For quality control, Datacolor offers instruments and software to ensure quality at each stage of the supply chain.



# Why use a Digital Color Management System?

Digitalization of your color process means greater control over your colors – and a better chance of first-shot color matches. Digitalizing color removes subjectivity from your evaluations and ensures more consistent results.

The textile industry is a big polluter. But when you have a streamlined digital color workflow, you can reduce waste, conserve resources, and limit your environmental impact while also saving time and money.

Digital color management enhances transparency within supply chains and empowers mills to make color decisions. This gives peace of mind to designers and improves speed to market by enabling faster approvals.

With new hybrid work schedules, effective communication across global supply chains is crucial. Digital color management allows for seamless flow of color data – no matter where you are in the world, so everyone stays on the same page.

**Consistent Results**



**More Sustainable Production**



**Improved Transparency**



**Effective Communication**



# Datacolor In Action

Companies around the world trust Datacolor's equipment and software because it meets the unique needs of the textiles industry



Through working with Datacolor, DK Company discovered that there were variations between color standards in different locations, leading to failed color approvals and delays in the production schedule. Additionally, they were shipping physical samples for approval, sometimes with 2 or 3 iterations per sample. By switching to a digital workflow, they managed to reduce their time to market by 10-15 days and save a significant amount of money on shipping since samples no longer needed to be physically sent for review.



Amann is a leading international manufacturer of high-quality sewing threads. Through their partnership with Datacolor, they were able to decrease their operating costs by reducing the number of corrections and speeding up decision making. In addition, they were able to ensure accurate and repeatable color results across the supply chain using intelligent production recipe management, high quality spectrophotometers, and proper conditioning of samples before measuring.

The logo for Amann Group features the word "AMANN" in a large, blue, sans-serif font, with a horizontal line underneath it. Below the line, the word "GROUP" is written in a smaller, grey, spaced-out, sans-serif font.

# Digital Color Management Solutions for More Sustainable Production

## The Color Piece of the Sustainability Puzzle

Businesses across every sector are looking for ways to reduce waste, minimize carbon emissions, and implement sustainable practices across supply chains.

Within the textile production cycle, color is one of the most wasteful steps. Currently, textile dyeing is the second largest polluter of water around the globe and contributes to water scarcity in vulnerable regions.

By using formulation software to optimize recipes before going to scale production, dyers can conserve colorants, reduce water usage, and limit their impact on the environment. Not only does this create a more sustainable process, but it also increases accuracy and efficiency so that production deadlines are met on time.



**20%**

of global wastewater  
is produced by the  
fashion industry

# Why Digital Color Management Matters

When it comes to cost, quality and speed to market, your approach to managing color can make a world of difference.

Having a streamlined and trustworthy system to match color means you are much more likely to get it right first time, which will save your organization money, time and reduce your impact on the planet. By working digitally, you can streamline your entire operation and be prepared to meet trends with agility.

**Visit our website to learn more about how Datacolor supports companies in the textiles industry.**

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## Ready to Learn More?

Connect with us [here](#) 