

Revolutionize Your Color Workflow with X-Rite Pantone Textile Color Hub

THE BRAND OWNER CHALLENGE

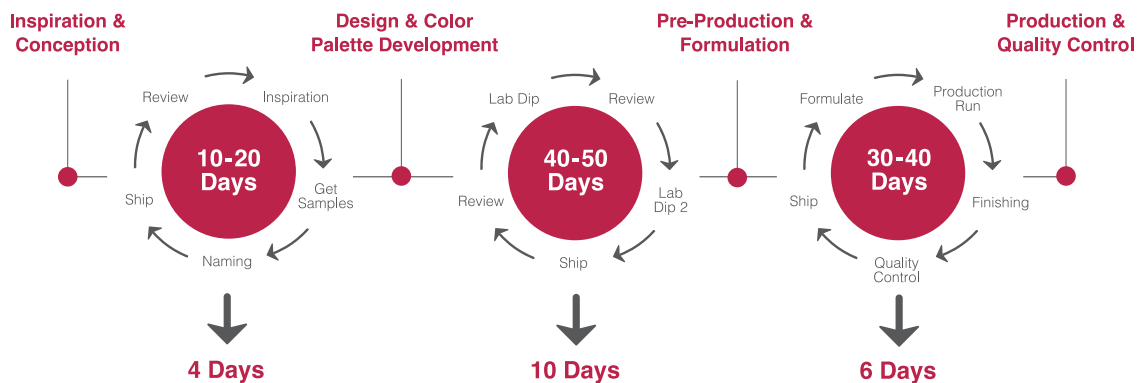
Color specification can be time consuming, painstaking to manage, and very subjective with lots of room for interpretation. For textile brands, this makes it slow and difficult to communicate design colors in an objective way that enables suppliers to match the design intent.

In a traditional textile color workflow, designers spend huge amounts of time and effort determining exactly which colors they believe will be successful in their ranges and send a physical sample to match. The supplier creates multiple lab dips and ships the options back to the brand for approval. When the brand is not satisfied with the color match, the process starts again. This can take anywhere from a few days to many weeks, plus shipping, which wastes time and materials, slows time to market, and increases the carbon footprint of the textile industry.

To overcome color specification issues, some brands have implemented “solutions in isolation,” such as Standard Operating Procedures (SOPs) that introduce digital color communication (QTX), specify the use of specific spectrophotometers, and provide measurement guidelines for tolerances and illuminants. Although this is a step forward, it is not a holistic solution for the production supply chain to specify and produce objective, data-driven color.

THE SOLUTION: TEXTILE COLOR HUB

Textile Color Hub is an open, cloud-based ecosystem that enables brands to combine traditional and isolated components into a complete digital color solution. It uses a secure Color Specification Document, which includes the spectral data for the specified color, the required tolerances for the suppliers to match, and the illuminants to measure against, to securely communicate and control specified brand colors.



Since Textile Color Hub is a cloud-based open ecosystem, there is no conflict with the IT infrastructure for the brand or the suppliers. It is a flexible solution and supports spectrophotometers from X-Rite as well as other hardware manufacturers. It also automatically verifies and optimizes spectrophotometer performance to calibrate issues, correct devices to global central white point, and reduce any variation between devices from different suppliers.

GET PRODUCTION COLOR RIGHT IN FEWER CYCLES

Textile Color Hub removes subjectivity from color specification for a more efficient production workflow with less waste.

Benefits for Brands:

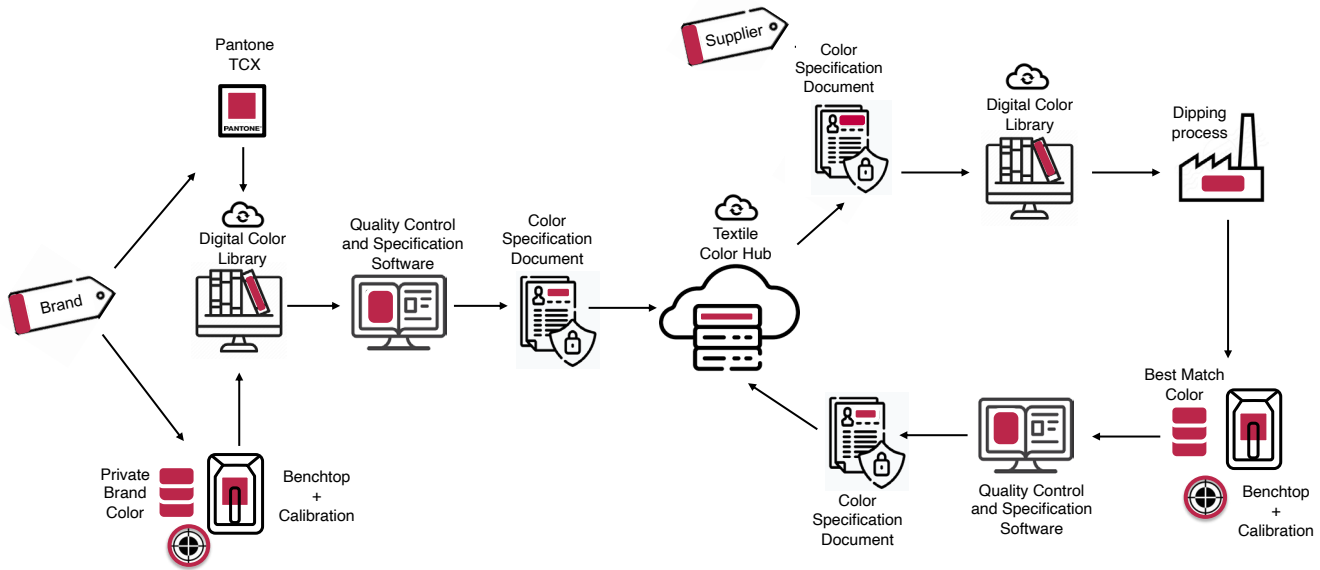
- Increase color compliance, control, and consistency with objective color specification
- Get to market faster with less time spent in the lab dip phase
- Identify areas of improvement by tracking historical data

Benefits for Suppliers:

- Formulate using spectral data to achieve the target color in one dip
- Confidently submit the best digital match for approval
- Begin production right away without the need to ship multiple physical samples

HOW TEXTILE COLOR HUB WORKS

Textile Color Hub contributes to a sustainable workflow so textile brands and suppliers can decrease their carbon footprint and promote responsible practices. This diagram shows the complete workflow with cloud-based Textile Color Hub at the center. It starts with the brand design and digital color specification, progresses through to the supplier for the lab dip process and the creation of digital sample, and concludes with the brand's approval.



The Brand:

1. Selects a Pantone-TCX color or measures a private Brand color for the design.
2. Creates a Color Specification Document for all the colors in the design using pre-defined templates.
3. Uploads the Color Specification Document to Textile Color Hub and chooses which suppliers and internal stakeholders to automatically notify.

The Supplier:

4. Receives notification that a Color Specification Document is ready to start the dipping process.
5. Downloads the Color Specification Document from the Textile Color Hub.
6. Formulates the dye using spectral data and starts the dipping process.
7. Measures the various samples and creates a Color Specification Document for the best one.
8. Uploads the Color Specification Document to the Textile Color Hub and awaits approval from the Brand.

The Brand:

9. Receives an automatic notification that the supplier has completed the dipping process.
10. Digitally approves the sample based on objective spectral data and gives approval to suppliers to start production.

QUANTIFIABLE RESULTS

Textile Color Hub provides brands and their global supply chain measurable benefits that demonstrate not only the ease of use of the homogeneous solution, but also incredible value with the following tangible results:

- Get 95% of Lab Dips Right the First Time
- Reduce Waste with Only One Start Up and Wash Up
- Reduce Co2 with One Dip and ZERO Physical Samples
- Improve Time to Market by 75%