

Meet Quality and Sustainability Goals with Digital Color Management Tools

Accurate color has always been a critical factor for the paint, coatings, plastics and printing industry. Recently, innovative trends have elevated the need to go beyond color to include advanced appearance attributes. However, communicating these color expectations with designers and customers is a challenge, visually ensuring color matches leaves room for error, and shipping samples to global partners for approval is expensive and wasteful. Digital color workflow tools make it possible to deliver precise formulations in fewer steps, establish repeatable correlation and color harmony across a global supply chain, and approve color without shipping physical samples.

You Will Learn:

- How color management can help reduce product development time & cost, reduce quality misses & waste, and keep color and quality consistent even with more challenging recycled raw materials
- How digital color management tools can help you better communicate color with all your stakeholders
- Which industry-leading solutions can help you achieve precise and accurate color