

# How to Meet Quality and Sustainability Goals with Digital Color Management Tools

Design



Visualization



Specification



Formulation



Production

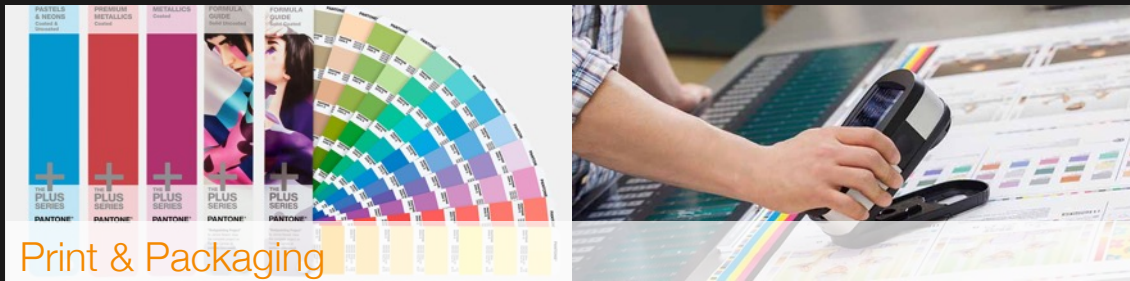


Quality Control

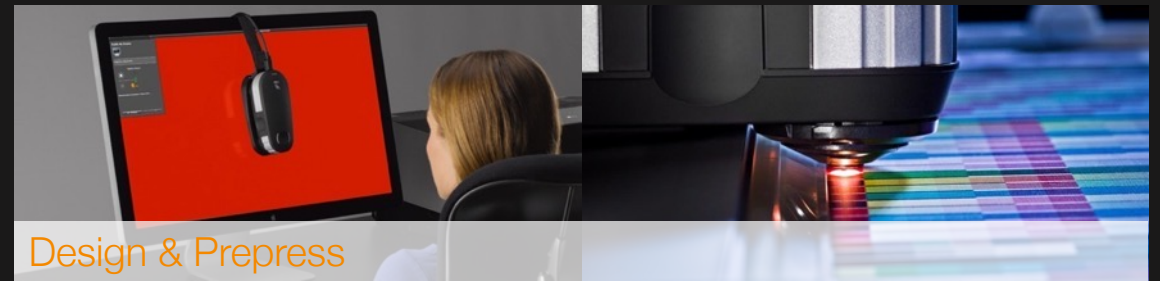


X-RITE / PANTONE®

# Advance the Creation, Communication and Delivery of Color and Appearance



Print & Packaging



Design & Prepress



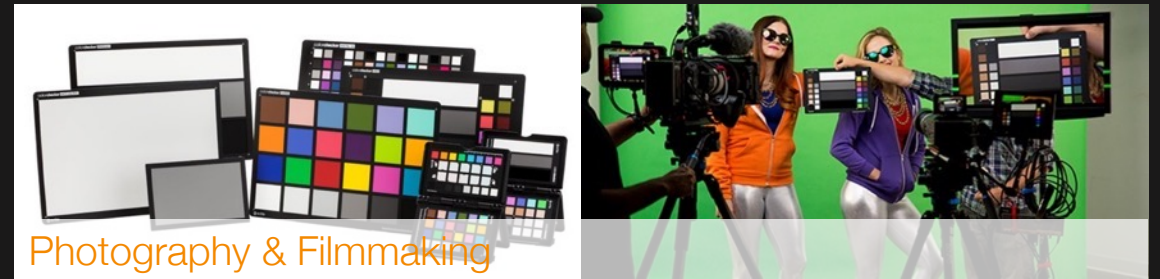
Automotive



Cosmetics



Textile, Plastics & Coatings



Photography & Filmmaking

x-rite PANTONE®



# Poll question

Do you currently **use color measurement** instrumentation?

1. Yes, an X-Rite device
2. Yes, a different industry device
3. Yes, I'm not sure the make
4. No



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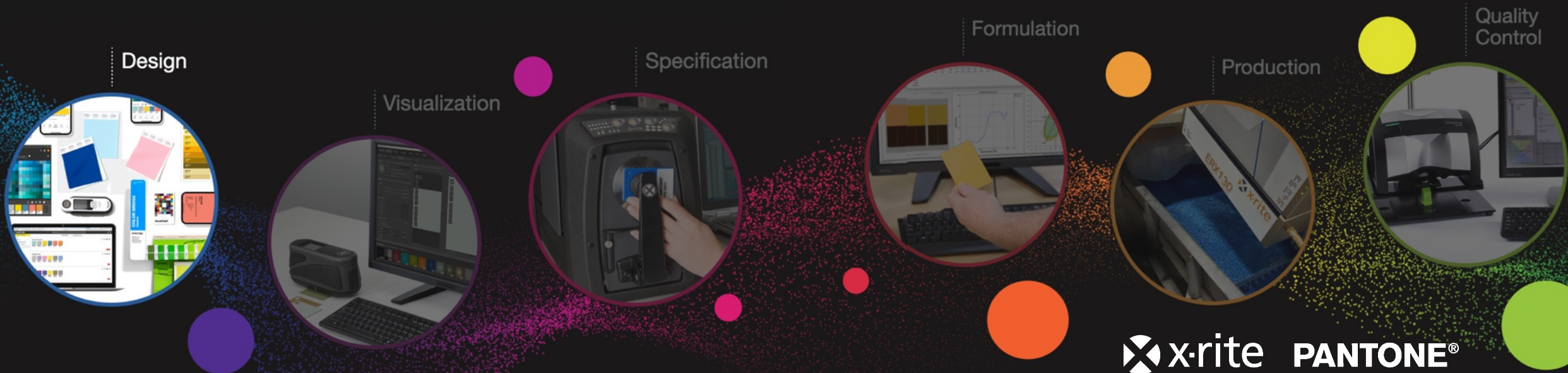
Production



Quality Control



# How to Meet Quality and Sustainability Goals with Digital Color Management Tools



# The Story of Lisa and Mike





Lisa is a designer and has to create new colors almost daily.



She's collecting all kinds of inspirational items for her color choices.

Mostly she shares them with her suppliers, like Mike to get a prototype sample of the material she needs in that color.







But she doesn't know how to specify the color for a material in a way that she finally gets what she wants.

Quite often she gets ...  
this ... ... and not that.





What has happened here?

Lisa provided a painted sample to Mike, who made a manual match of that fleece fabric. She looked at her reference under a fluorescent light source, He had an incandecent light source.



Incandecent



Fluorescent





What has happened here?

1. Lisa and Mike had mismatching lighting conditions
2. Materials and colorants have been different





What has happened here?

3. Lisa and Mike have been facing «METAMERISM»

Metamerism is caused by matching a color made of one combination of colorants with different colorants. Hence colors might match under one lightsource, but not under another

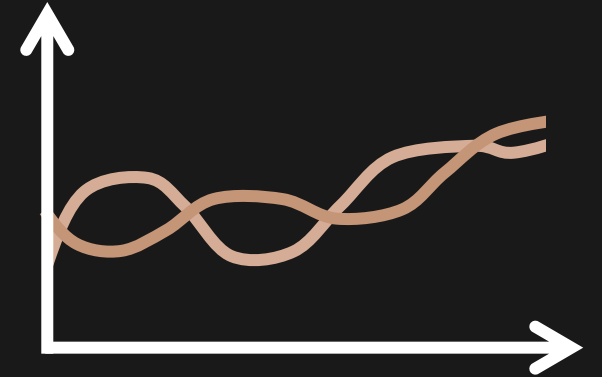






What has happened here?

3. Lisa and Mike have been facing «METAMERISM»



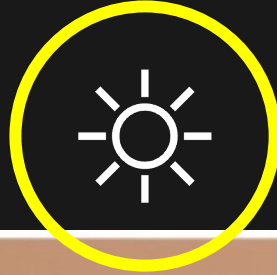
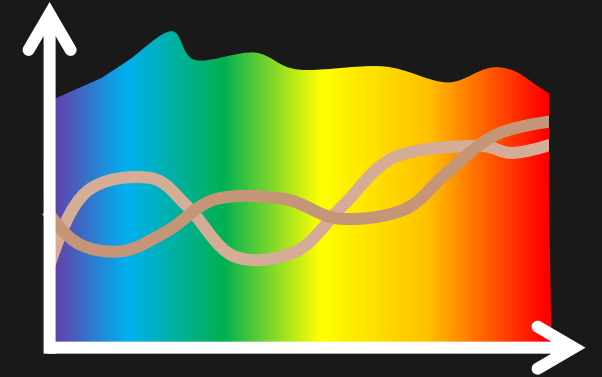
Metamerism is caused by matching a color made of one combination of colorants with different colorants. Hence colors might match under one lightsource, but not under another





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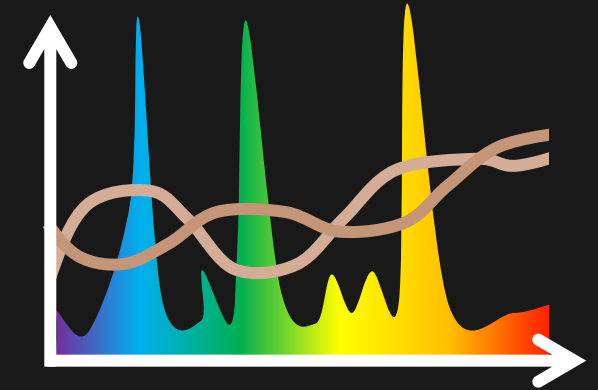
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Metamerism is caused by matching a color made of one combination of colorants with different colorants. Hence colors might match under one lightsource, but not under another



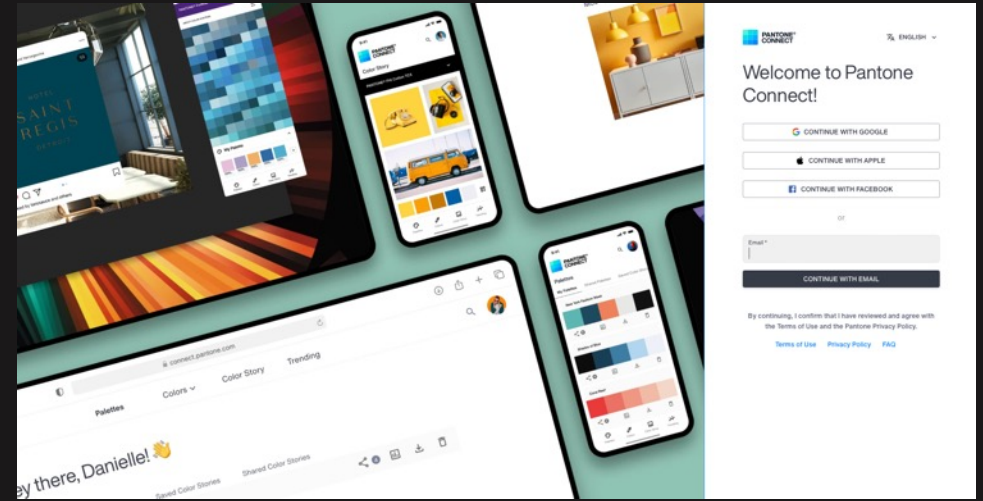


Lisa

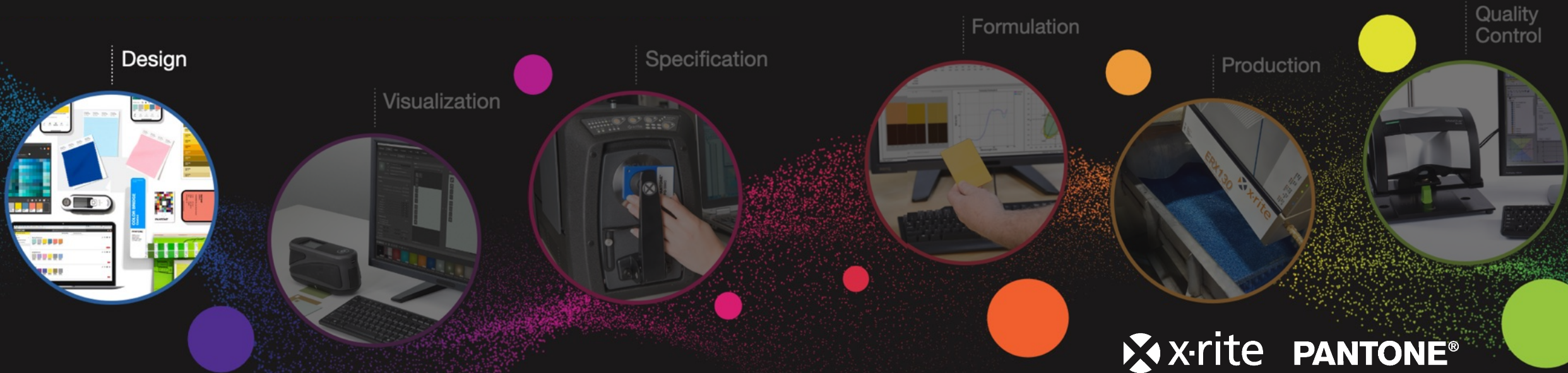
## How to solve Lisa's Problem?

# Go digital!

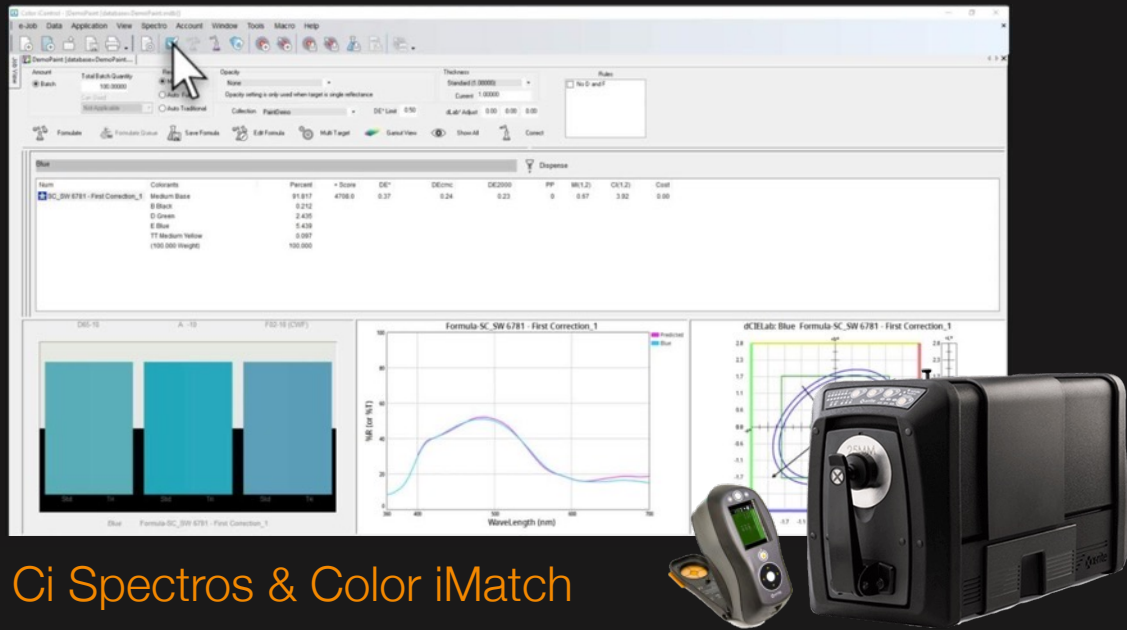
## Use digital color references to physically accurate color specification, like PANTONE Colors



PANTONE® Connect







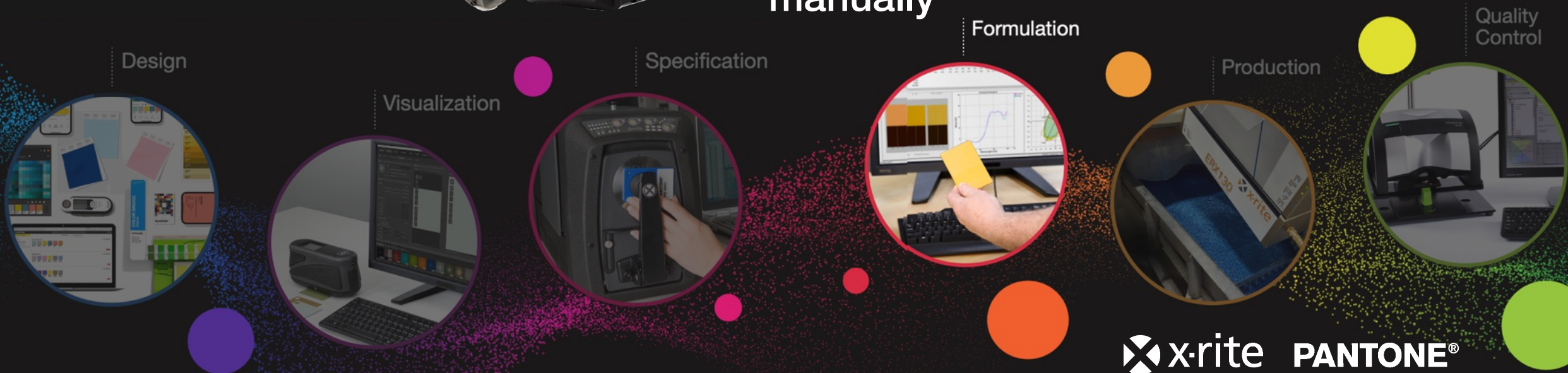
Ci Spectros & Color iMatch

## How to solve Mike's Problem?



## Go digital!

Use Computer Aided Color Formulation to match colors **metamerism free** and with the required accuracy much faster than manually

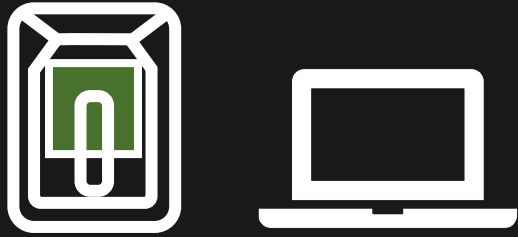


# Benefits

Task	Manual	Computer aided
Steps to Match	10 – 15	1 – 3
Extra Steps to match Transparency	2 – 5	0
Pigment loading	up to 50% too high	100% correct
Reproduction speed incl. batch correction	60 minutes	5 minutes
Overall time to colour match	up to 4 hours	1 hour
Rejection risk	very high	very low

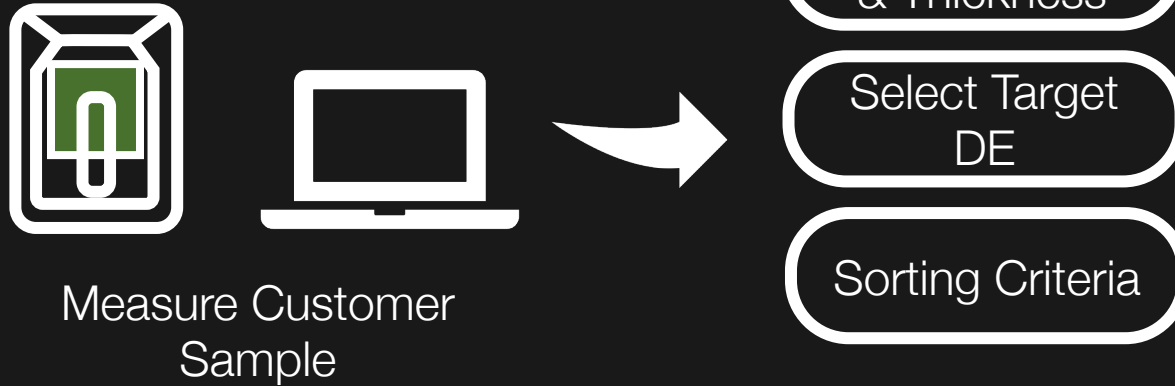


# How does it work?



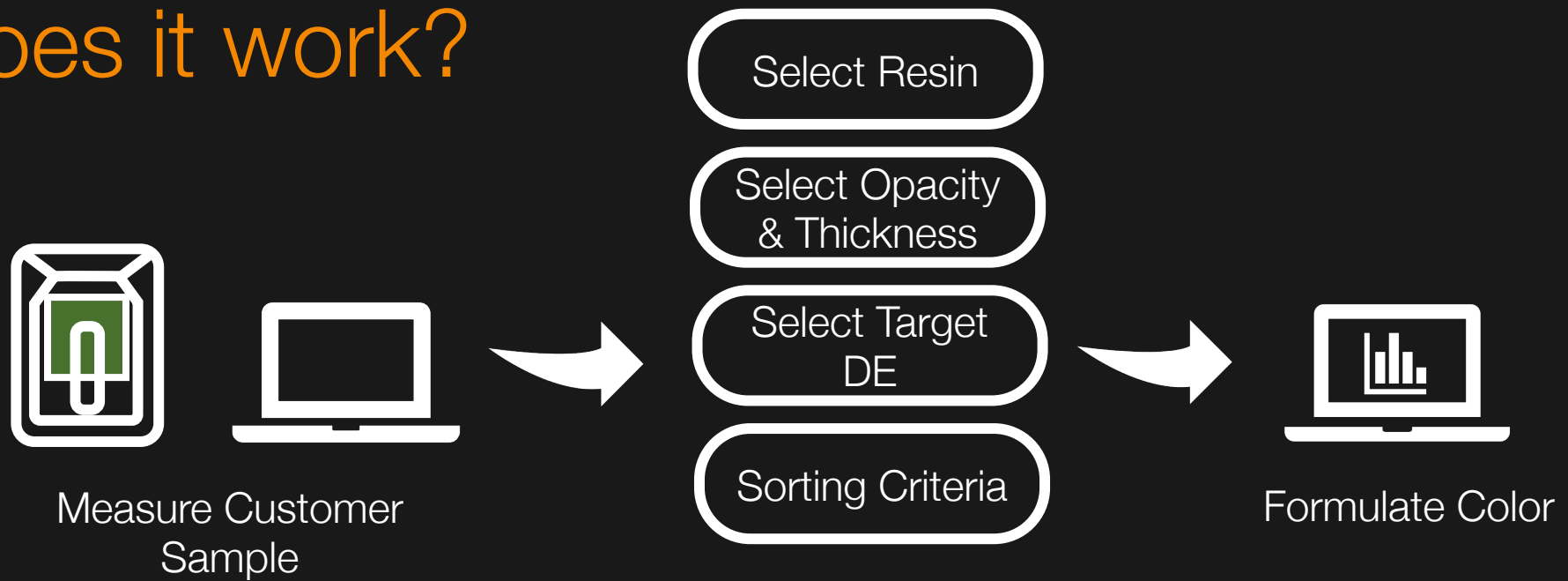
Measure Customer  
Sample

# How does it work?

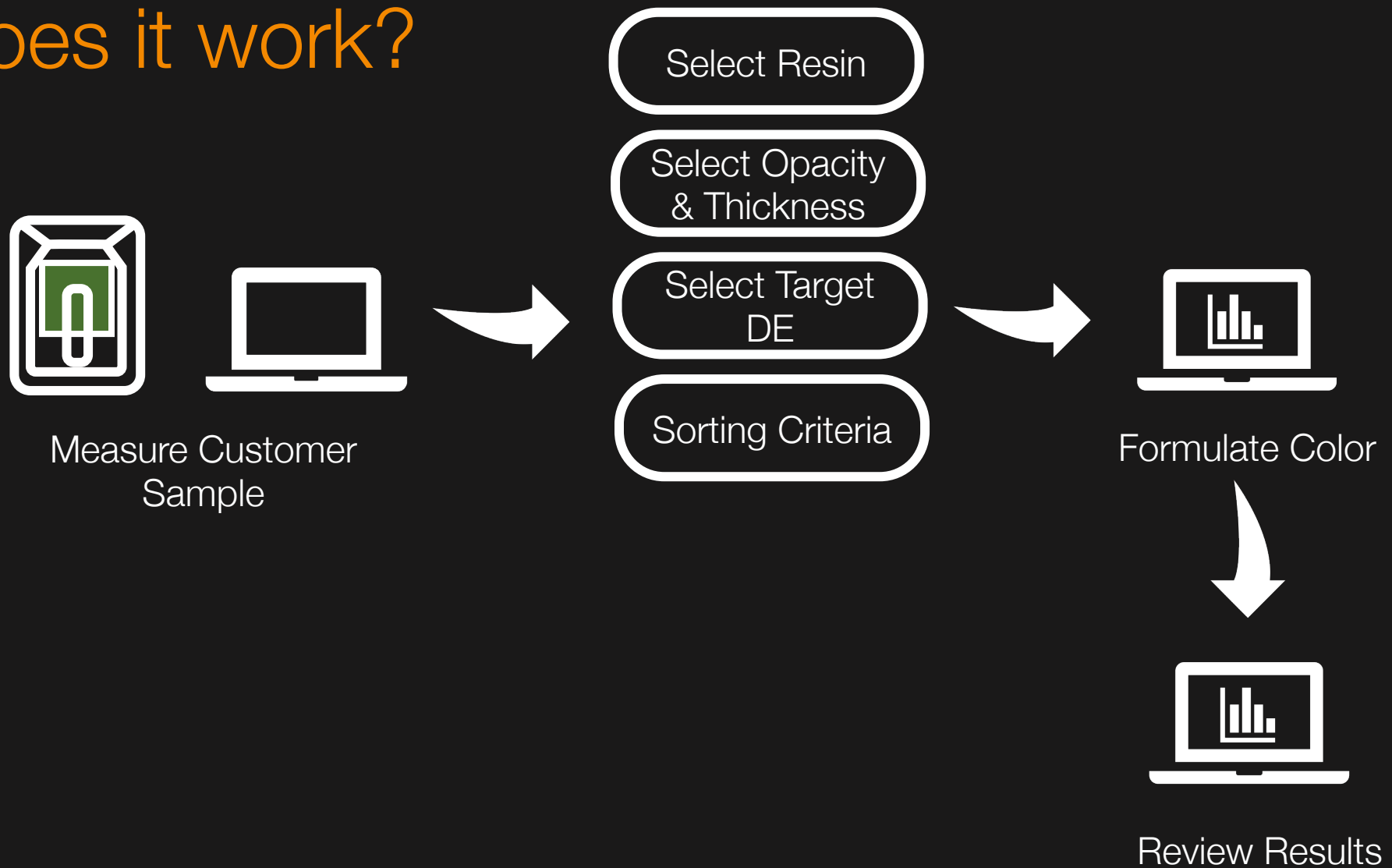




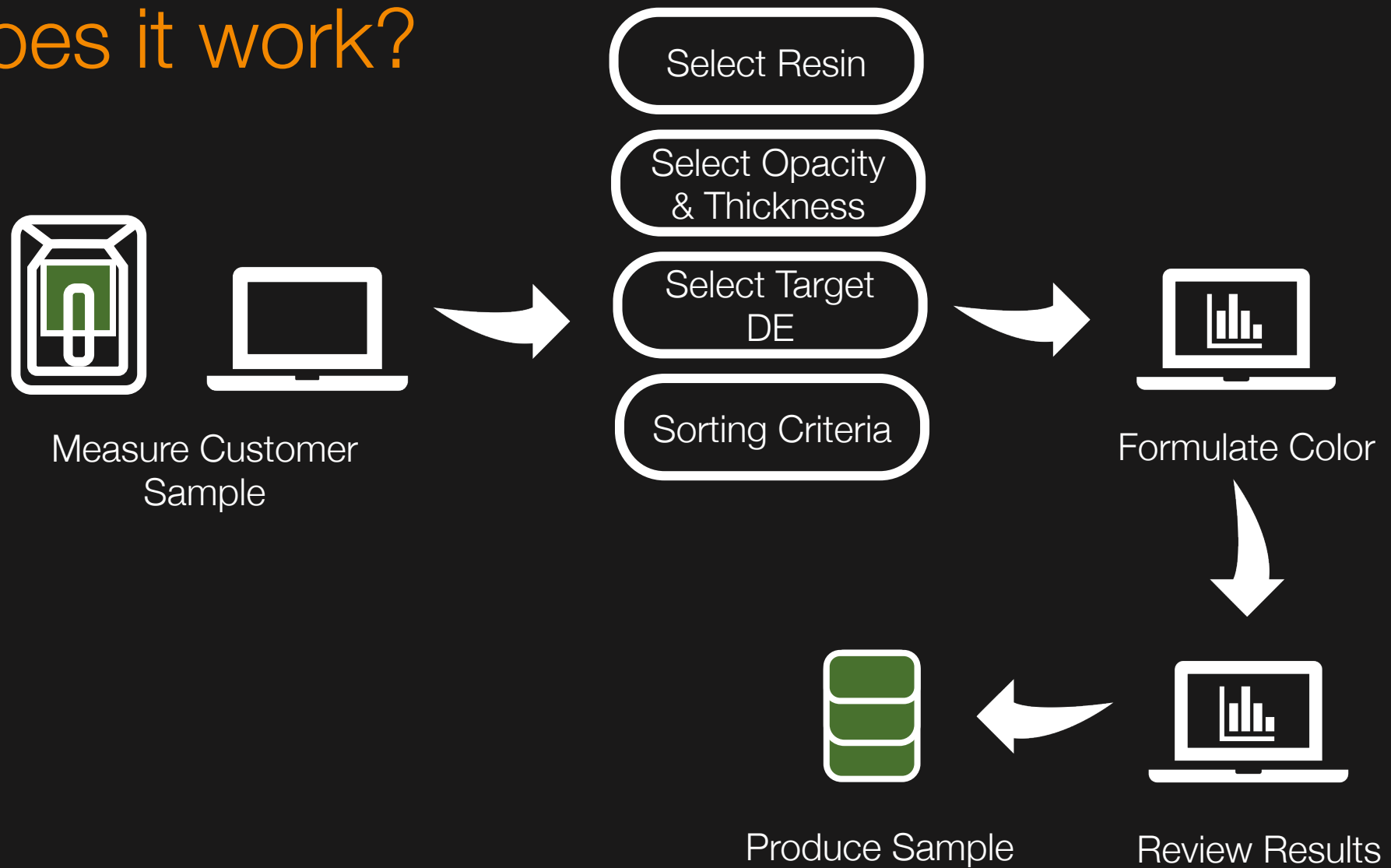
# How does it work?



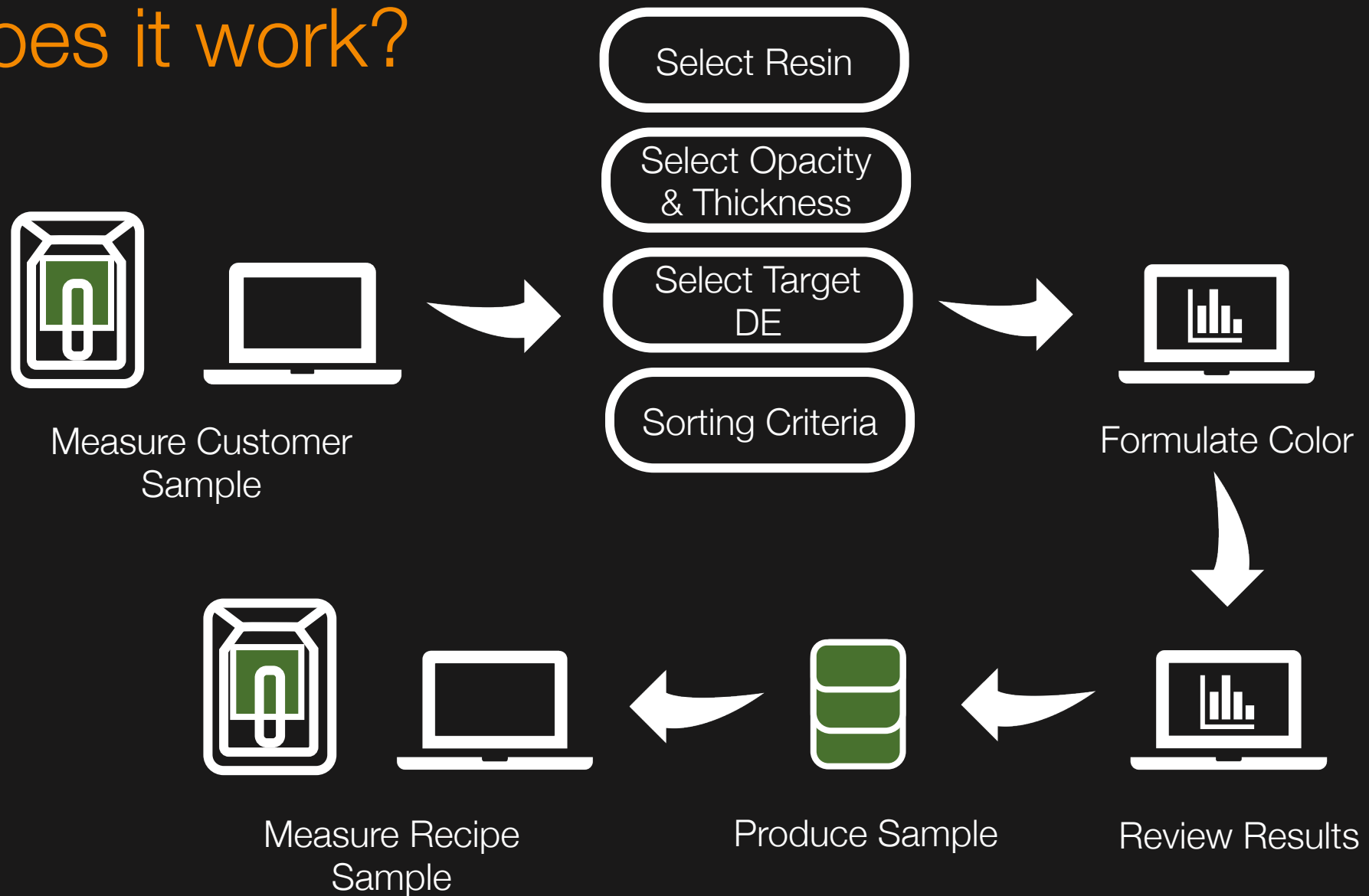
# How does it work?



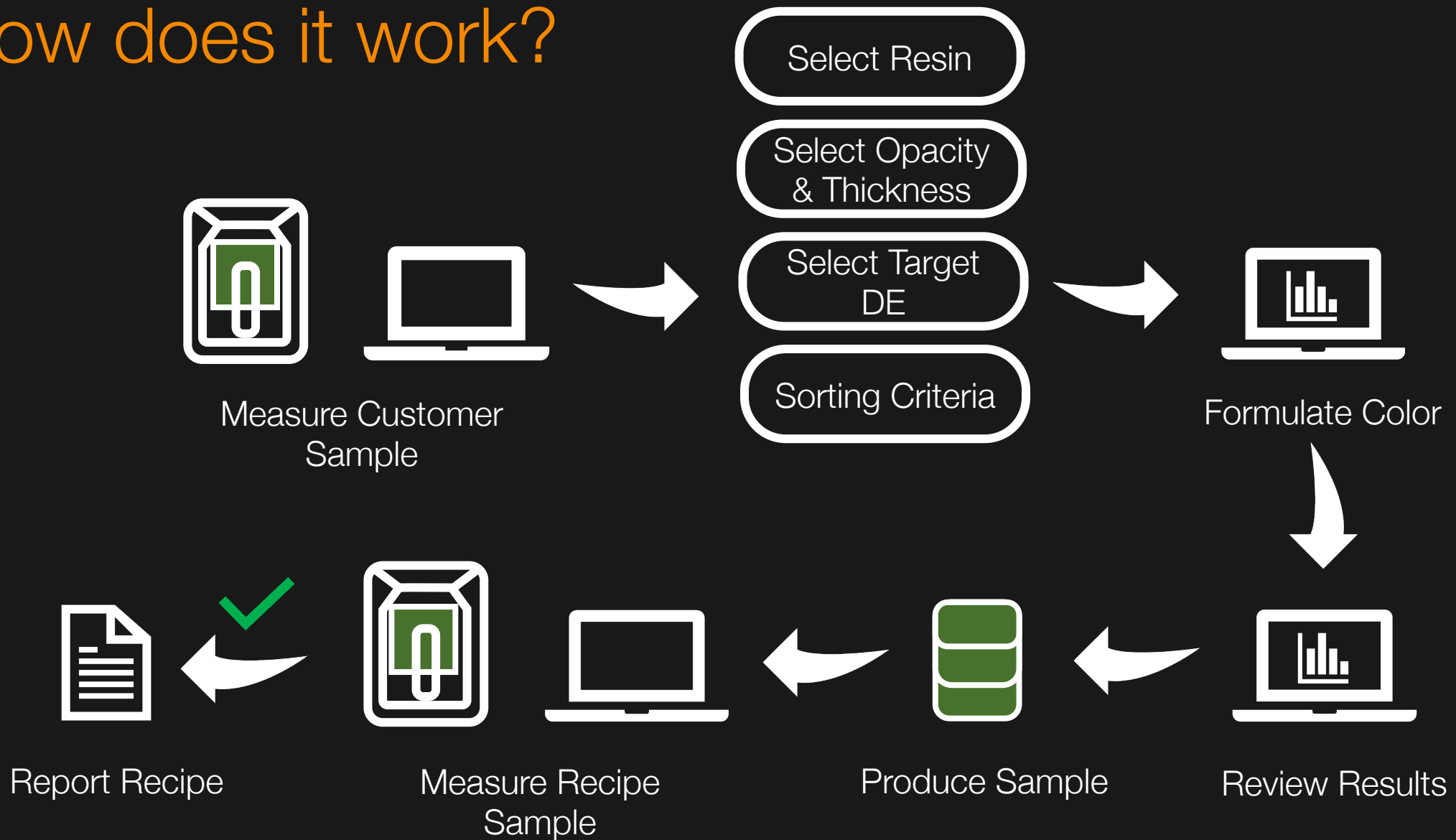
# How does it work?



# How does it work?

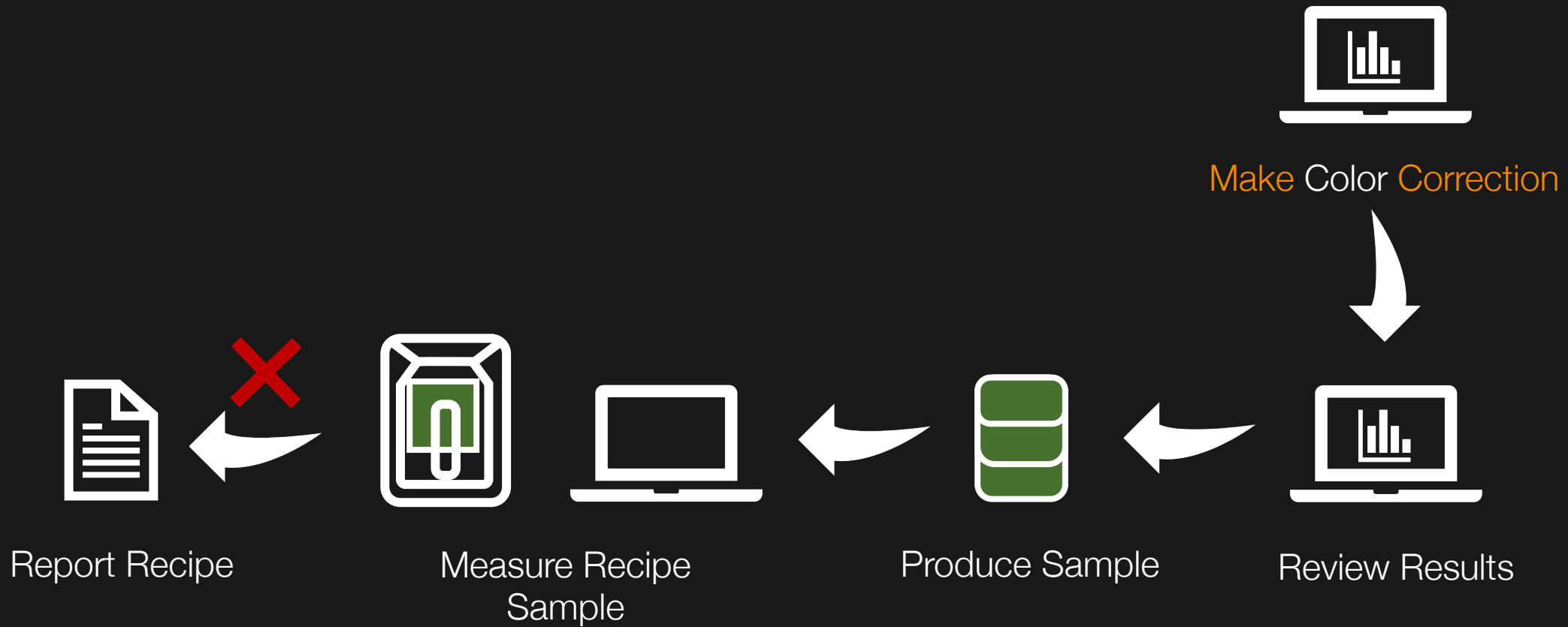


# How does it work?

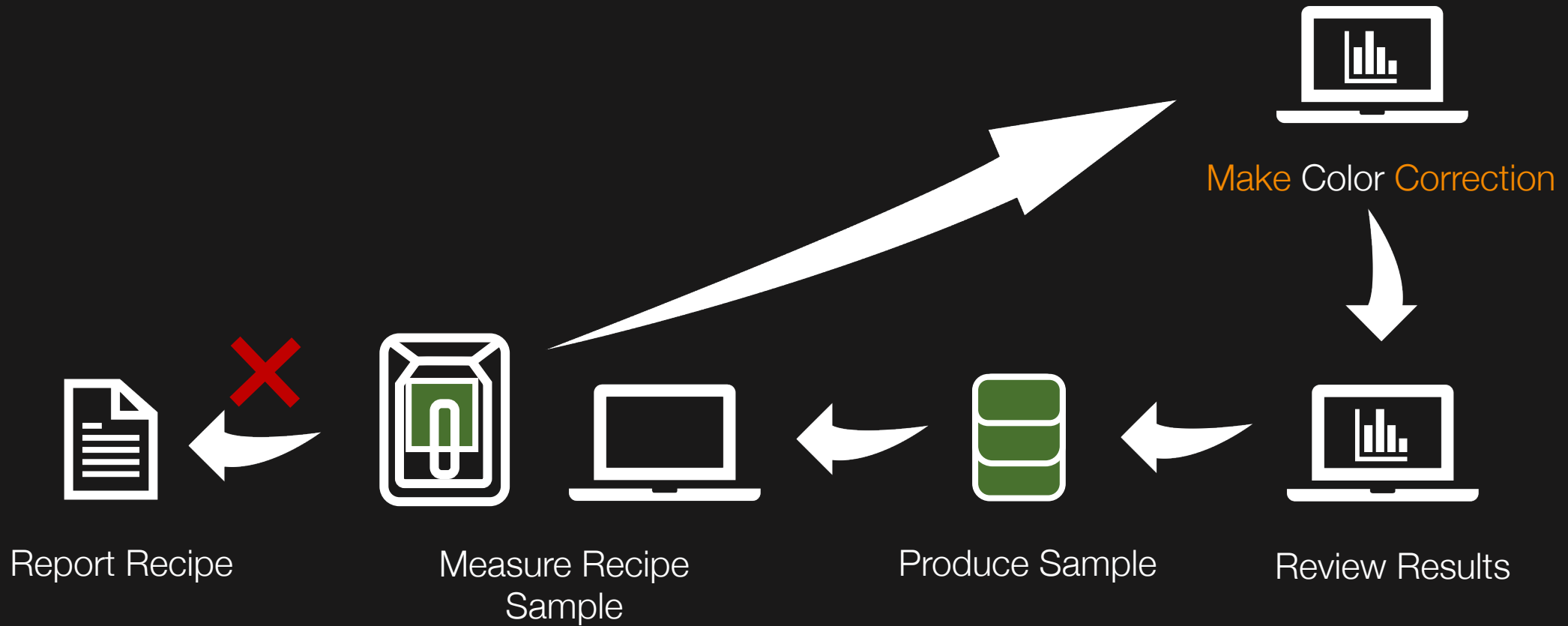




# How does it work?



# How does it work?



Besides that go for defined lighting conditions for your visual assessments



Now Lisa and Mike both use an X-Rite SpectraLight QC lightbooth to assess physical samples



Daylight



CWF



TL84



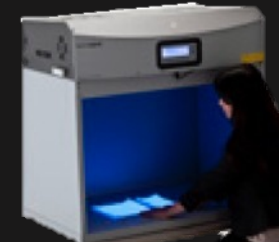
Ultralume



Incandescent



Horizon

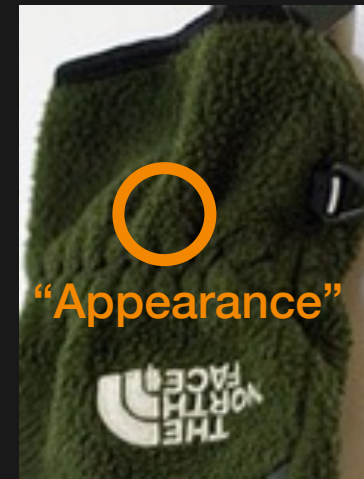


Ultraviolet

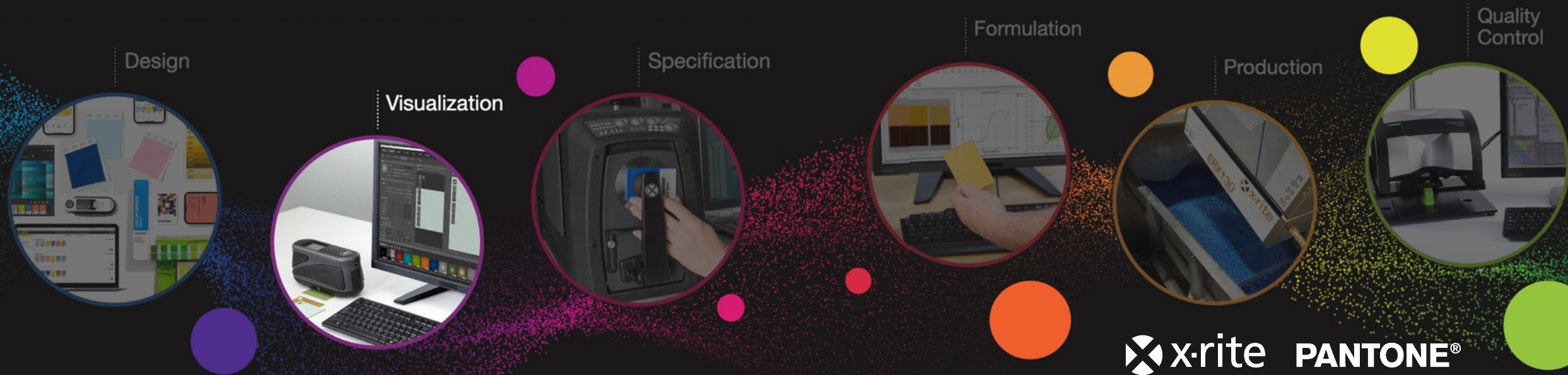




Moving **DIGITAL**, Lisa today wants to even go one step further and rather work with **Digital Materials** than just only **Digital Color**. So could Lisa get a “**Digital Twin**” of that fleece material she’s aiming for which actually looks like the real material on screen?



# How to Meet Quality and Sustainability Goals with Digital Color Management Tools





# FUNDAMENTALS

## WHAT IS MATERIAL APPEARANCE?

≠ JUST COLOR!

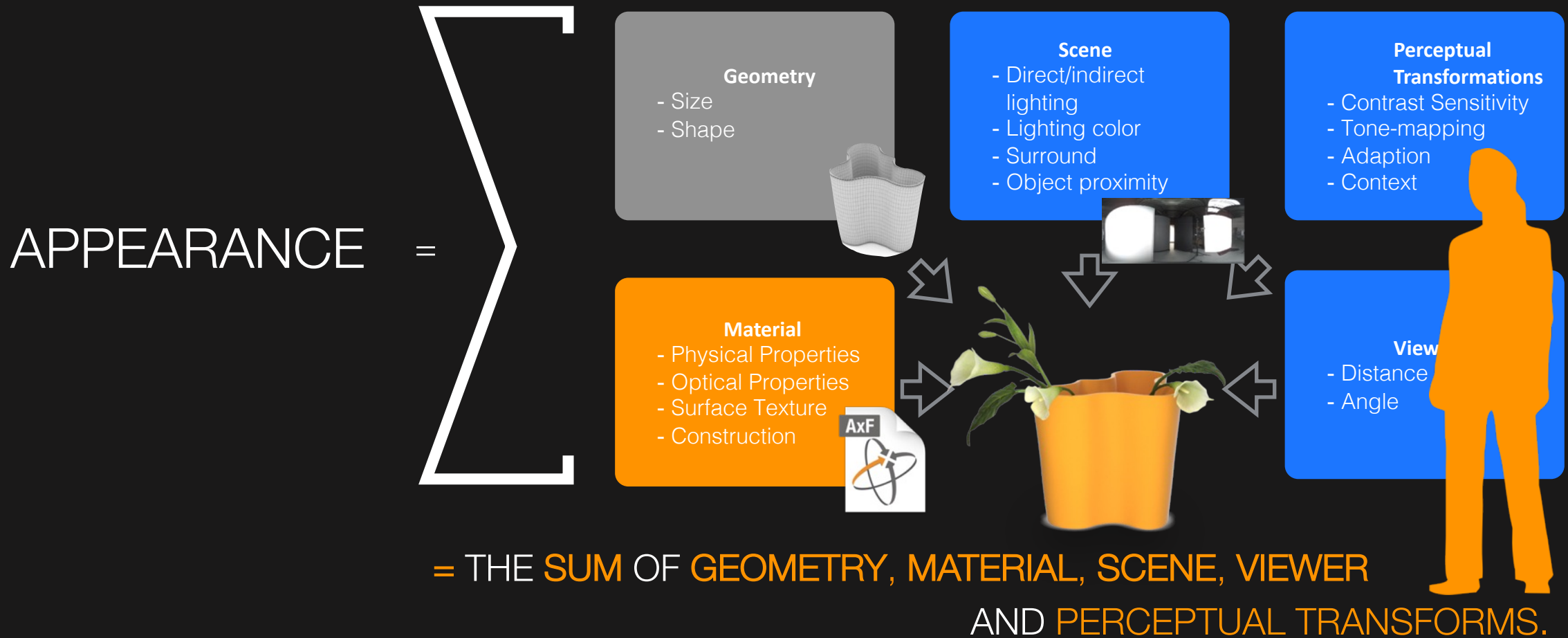
APPEARANCE ≠ JUST A PICTURE!

= THE **VISUAL SENSATION** THROUGH WHICH AN OBJECT IS PERCEIVED TO HAVE ATTRIBUTES AS

**COLOR, TEXTURE, GLOSS, TRANSPARENCY, TRANSLUCENCY, ETC.!**

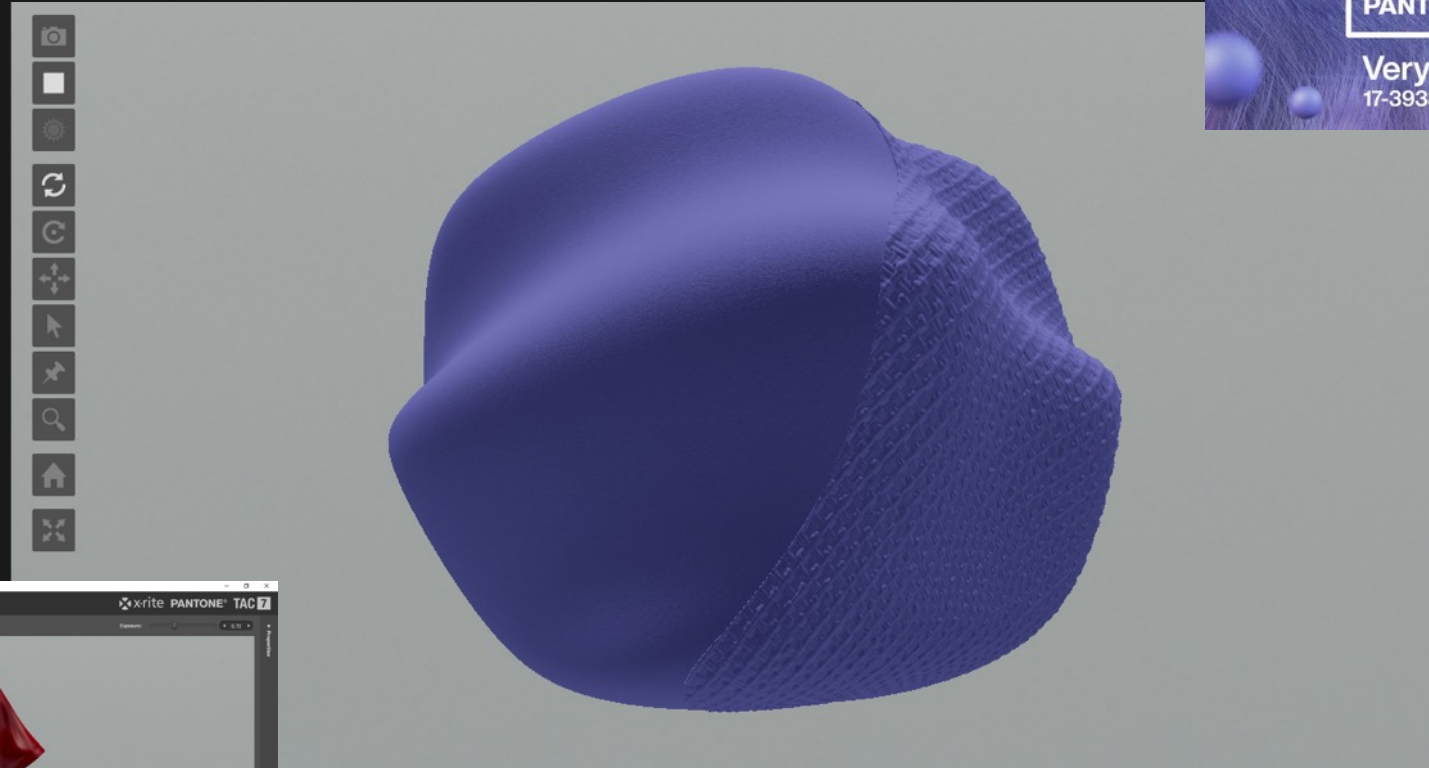


- FUNDAMENTALS
- WHAT IS MATERIAL APPEARANCE?



# YES SHE CAN!

## X-Rite Total Appearance Capture (TAC) Technology

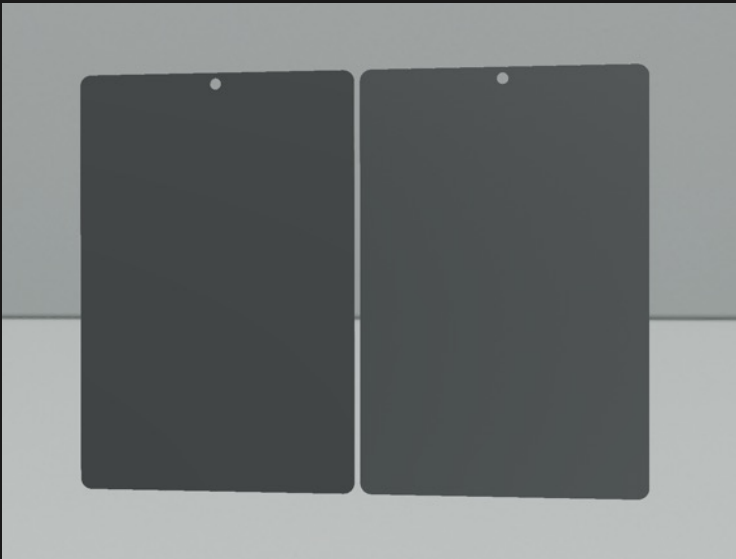


3D Texture, Surface-Gloss, Pattern & Color combined to make Design reality



**YES SHE CAN!**  
**X-Rite Total Appearance Capture (TAC)  
Technology**

**Gray or Silver?**



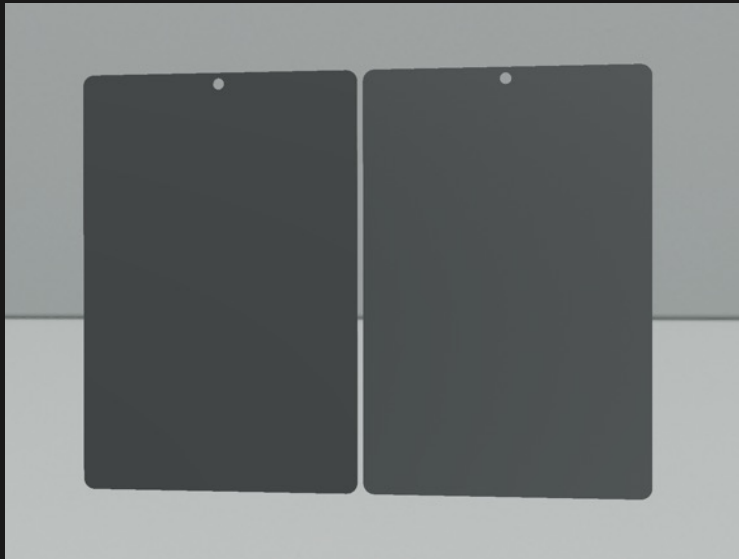


Lisa

# YES SHE CAN!

## X-Rite Total Appearance Capture (TAC) Technology

Gray or Silver?





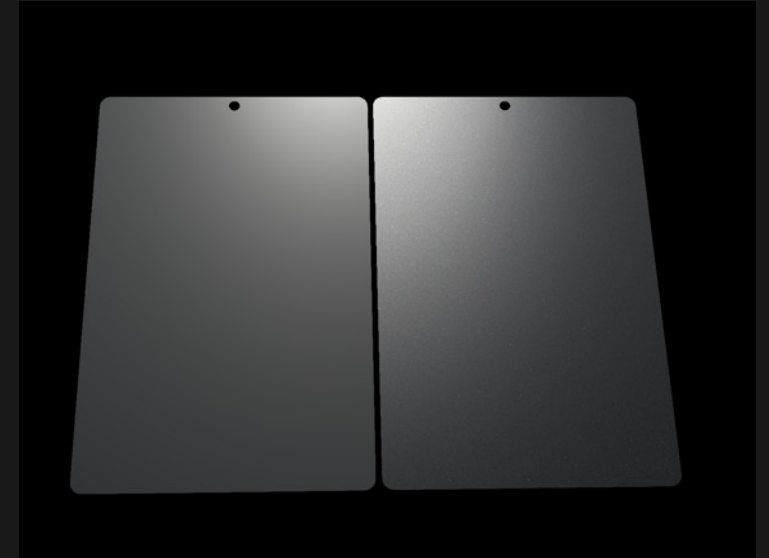
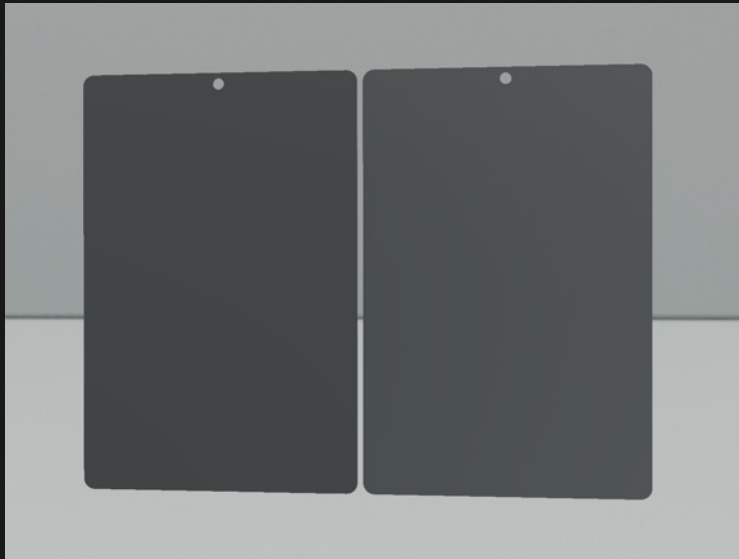


Lisa

# YES SHE CAN!

## X-Rite Total Appearance Capture (TAC) Technology

Gray or Silver?



Appearance even for gonio-  
Appearance like effect pigmented  
surfaces

# PANTORA | CONNECT



Color from libraries



Color from files

Color and appearance from spectrophotometers

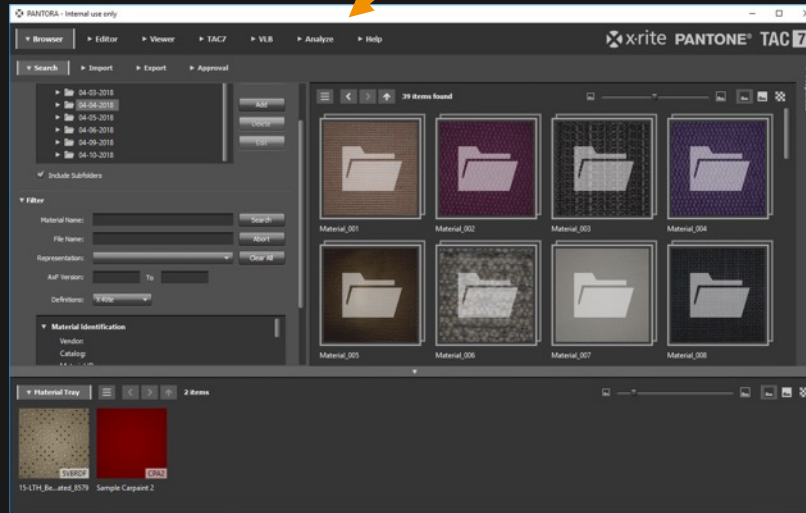


Extract dominant colors in AxFs

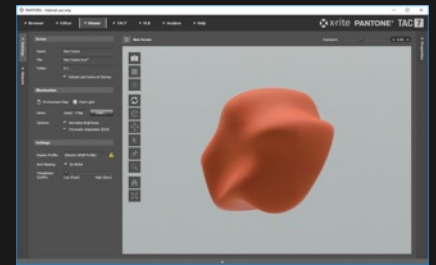
CxF constraint appearance fitting



Attach QC information to AxFs

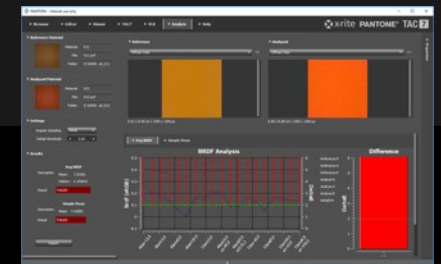


Visualize color



Compare colors / appearance, "QC light"

Search by colors  
Browse colors  
„Recolor“ AxFs



# PANTORA VARIANT EDITOR

## Combine surface texture and color into a new Material



Leather Texture Measurement with the Meta Vue

+



Pantone Fan Deck Spot Color Measurement with the Meta Vue

=



Combined Color with the Pantora Variant Editor:  
Recolored Leather Texture

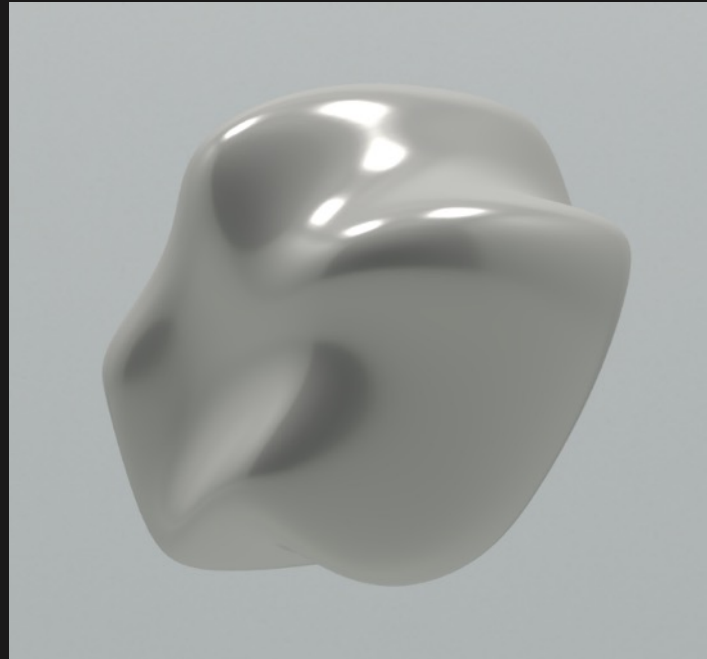
# PANTORA VARIANT EDITOR

## Combining MetaVue & Ci7800 into a Brushed Metal Material



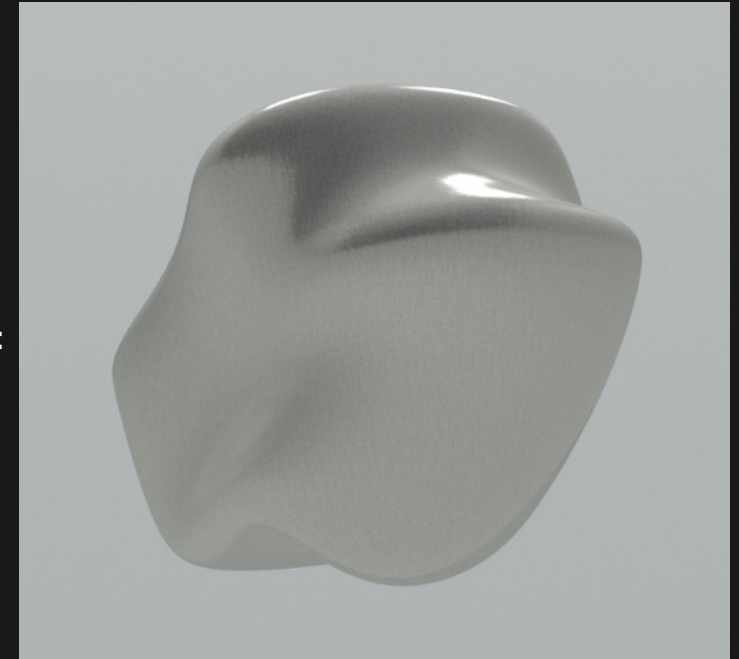
Metal Texture Measurement with the Meta Vue

+



Metal Spot Color Measurement with the Ci7800

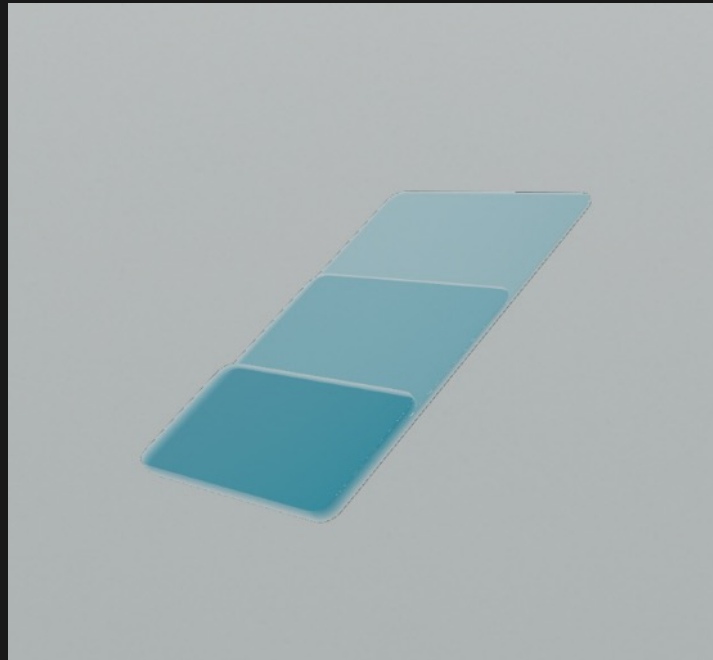
=



Combined Attributes with the Pantora Variant Editor:  
Brushed Metal Texture

# PANTORA VARIANT EDITOR

## Combining Ci7800 Transparency with MetaVue Texture Scans into a Plastic Material



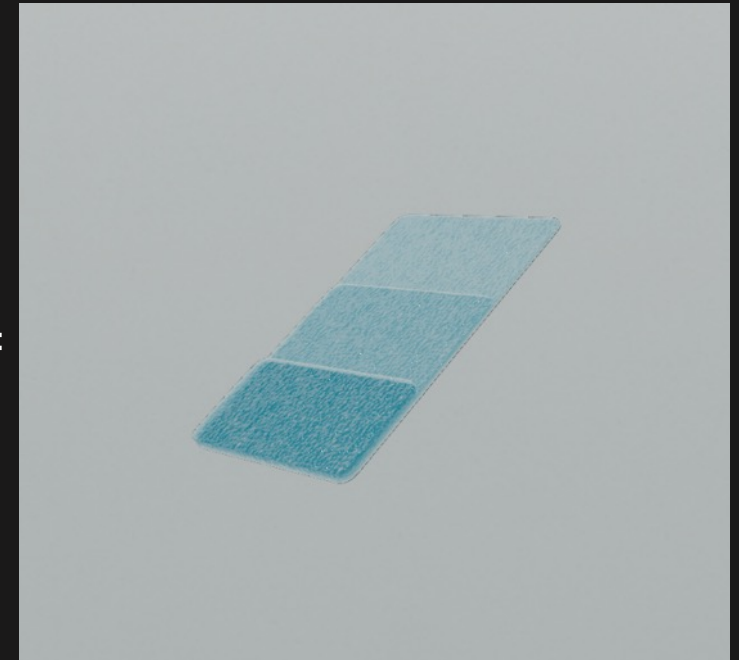
Volumetric Measurement with the Ci7800

+



Grain Measurement with the Meta Vue

=



Combined Attributes with the Pantora Variant Editor:  
Volumetric Chip with Surface Structure



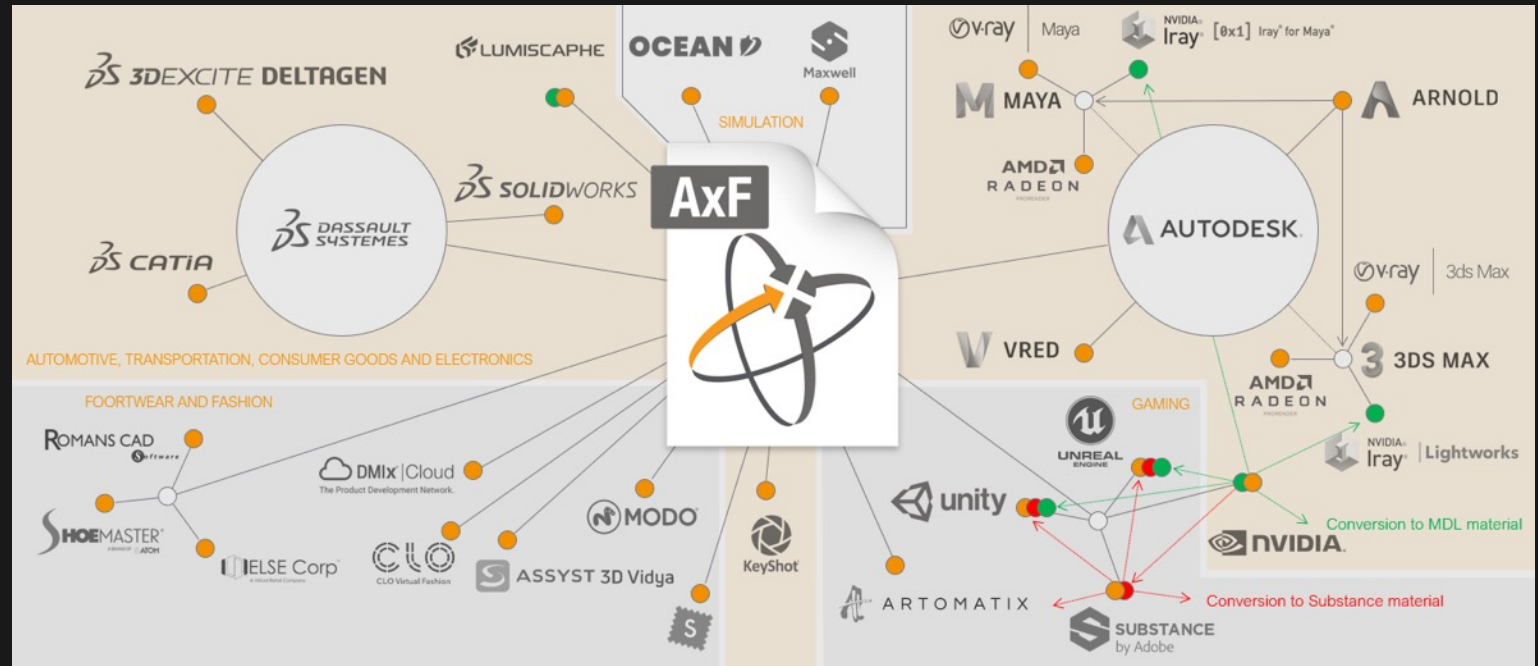
# PARTNERS SUPPORTING AxF DIGITAL MATERIALS

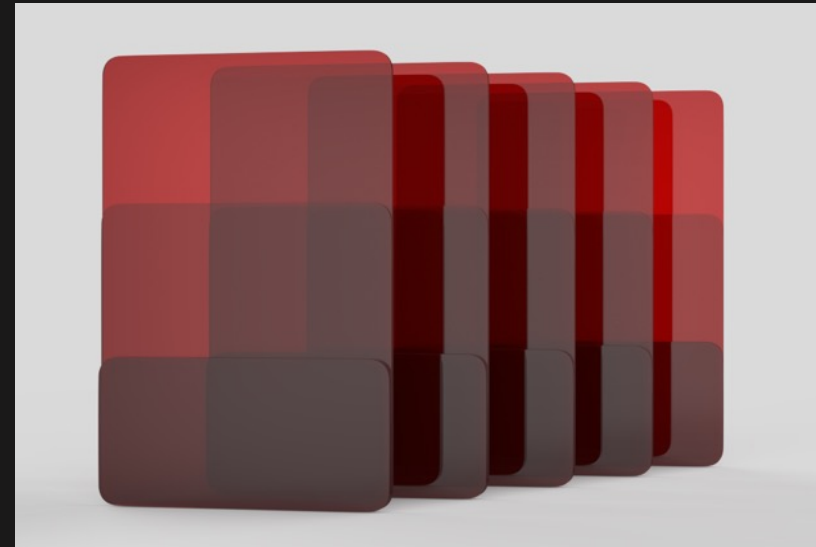
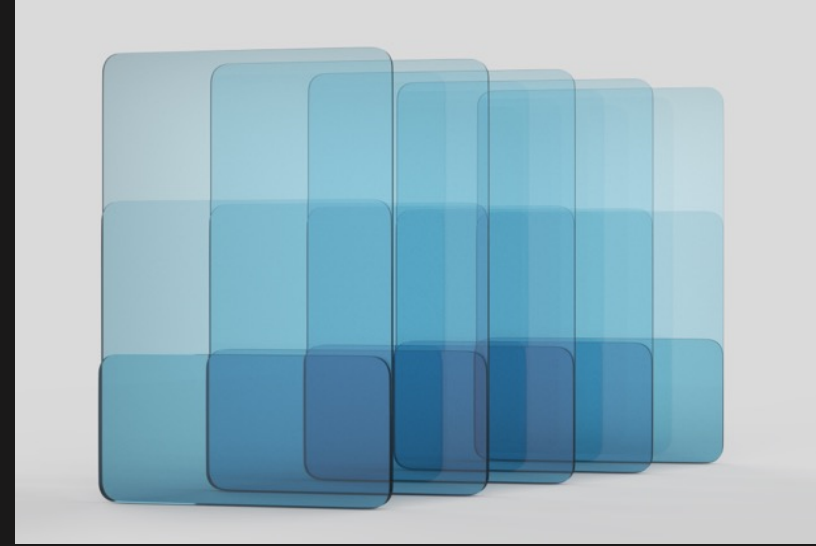
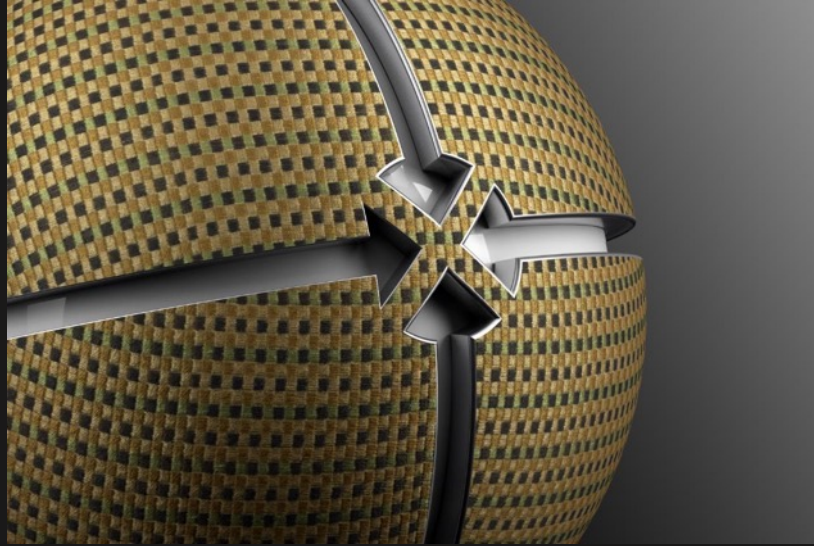
## The Digital Twin of a Physical Material

Design with Confidence and Communicate with Ease

AxF files provide a way to capture, store, edit, and communicate complex material characteristics using numerical data throughout the digital design workflow.

Applications with AxF Support







# How to Meet Quality and Sustainability Goals with Digital Color Management Tools



# Poll question

How do you currently **specify color** (Design, R&D, Marketing) or receive color specification (material management, development & manufacturing)

1. Verbal description
2. Physical sample
3. A color reference code (PANTONE, Munsell, RAL, NCS, etc.)
4. L\*a\*b\* Data
5. Spectral Data
6. Don't know

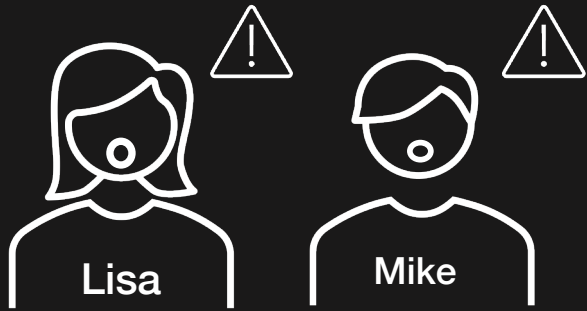


Lisa and Mike also got the challenge, to **share** their final proposal of a **new material** with the sourcing team for them to get **serial production** going.

Without a digital workflow they have to **duplicate their physical samples** to have enough master samples to share with suppliers.

This challenge is called ...



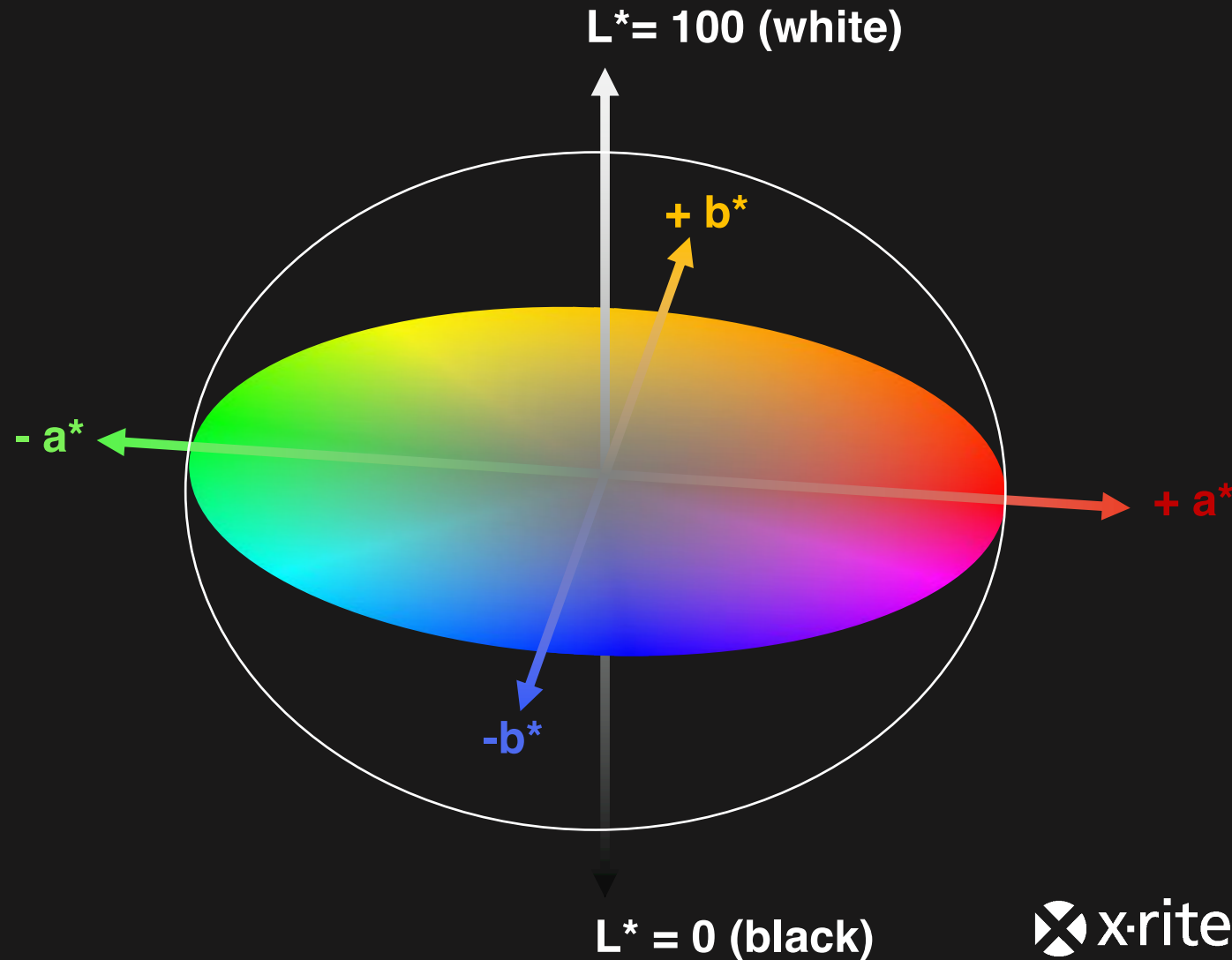


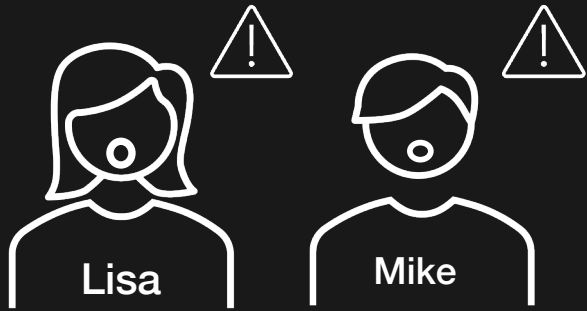
# THE ERROR STACK

Master **Physical** Standard  

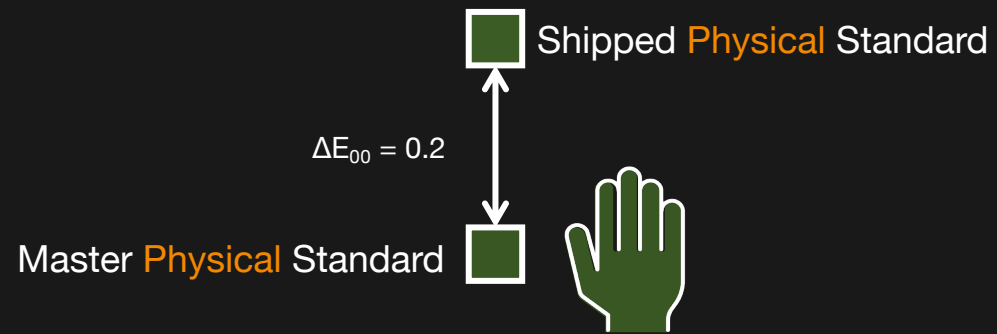


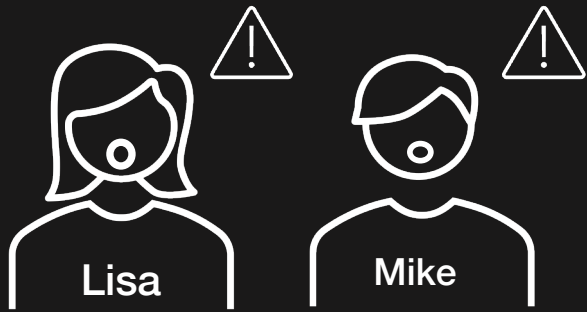
# Colorimetry is 3-dimensional



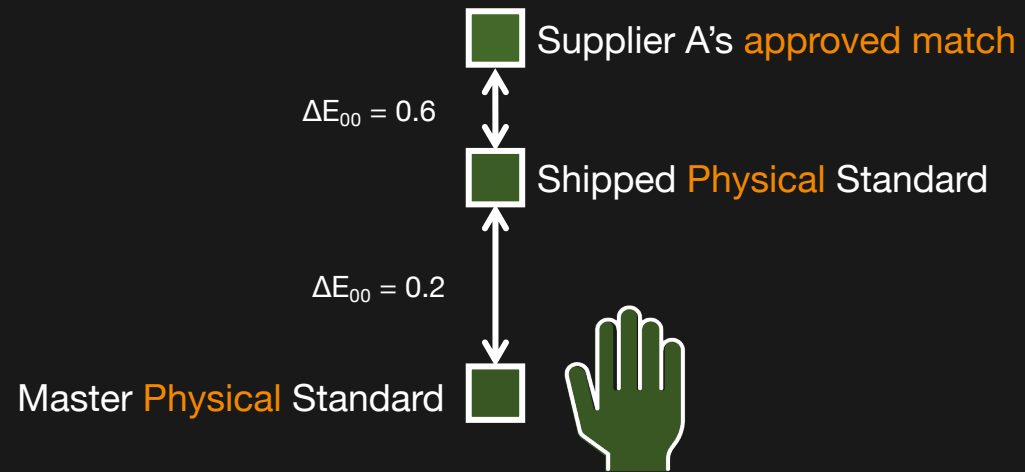


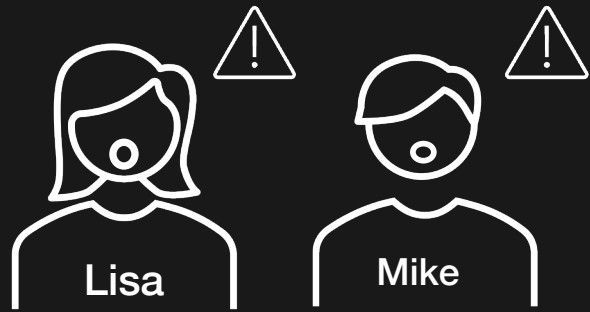
# THE ERROR STACK



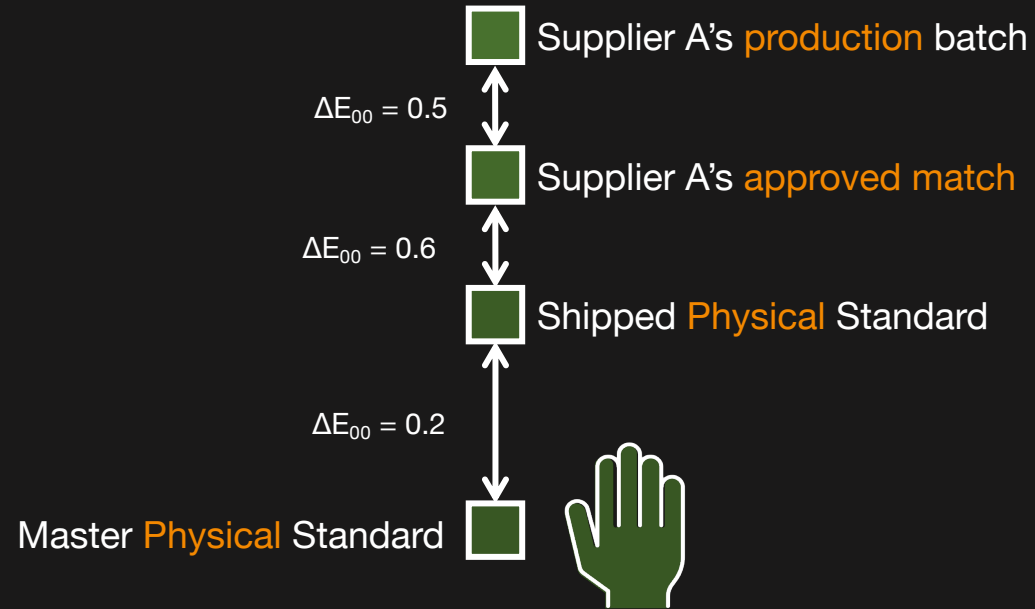


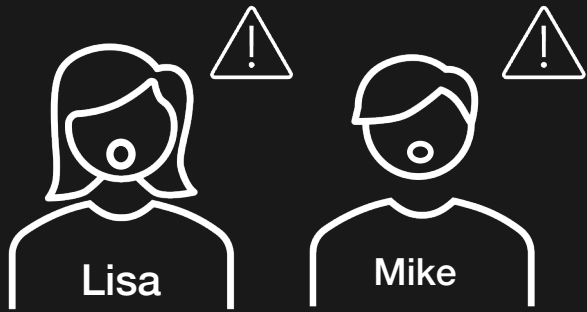
# THE ERROR STACK





# THE ERROR STACK





# THE ERROR STACK

Supplier A



$\Delta E_{00} = 1.3$   
to the lighter

Master **Physical** Standard

$\Delta E_{00} = 0.5$

$\Delta E_{00} = 0.6$

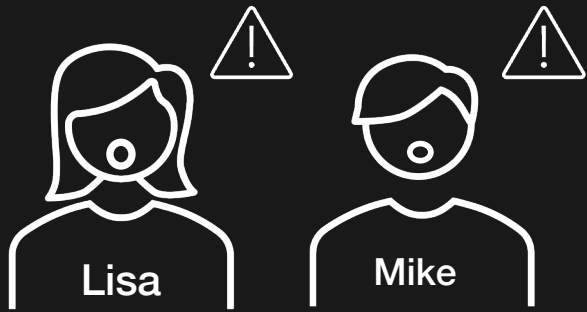
$\Delta E_{00} = 0.2$

Supplier A's **production** batch

Supplier A's **approved match**

Shipped **Physical** Standard





# THE ERROR STACK

Supplier A



$\Delta E_{00} = 1.3$   
to the lighter

$\Delta E_{00} = 0.5$

$\Delta E_{00} = 0.6$

$\Delta E_{00} = 0.2$

Master Physical Standard

$\Delta E_{00} = 0.3$

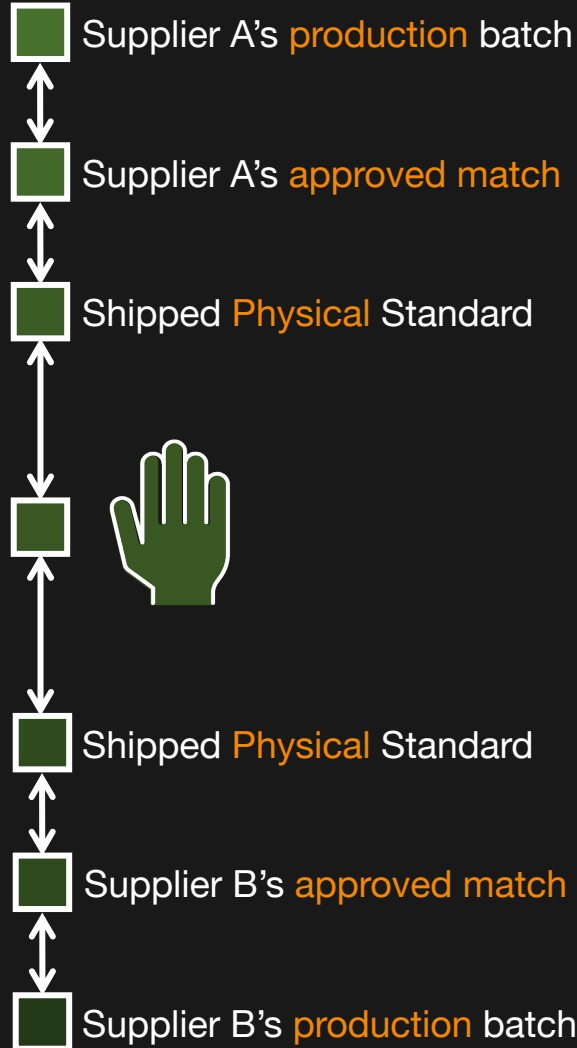
$\Delta E_{00} = 0.5$

$\Delta E_{00} = 0.4$

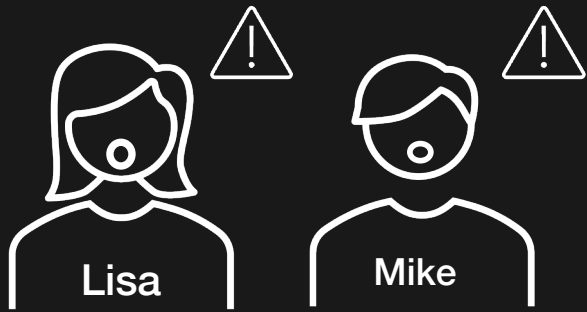
Supplier B



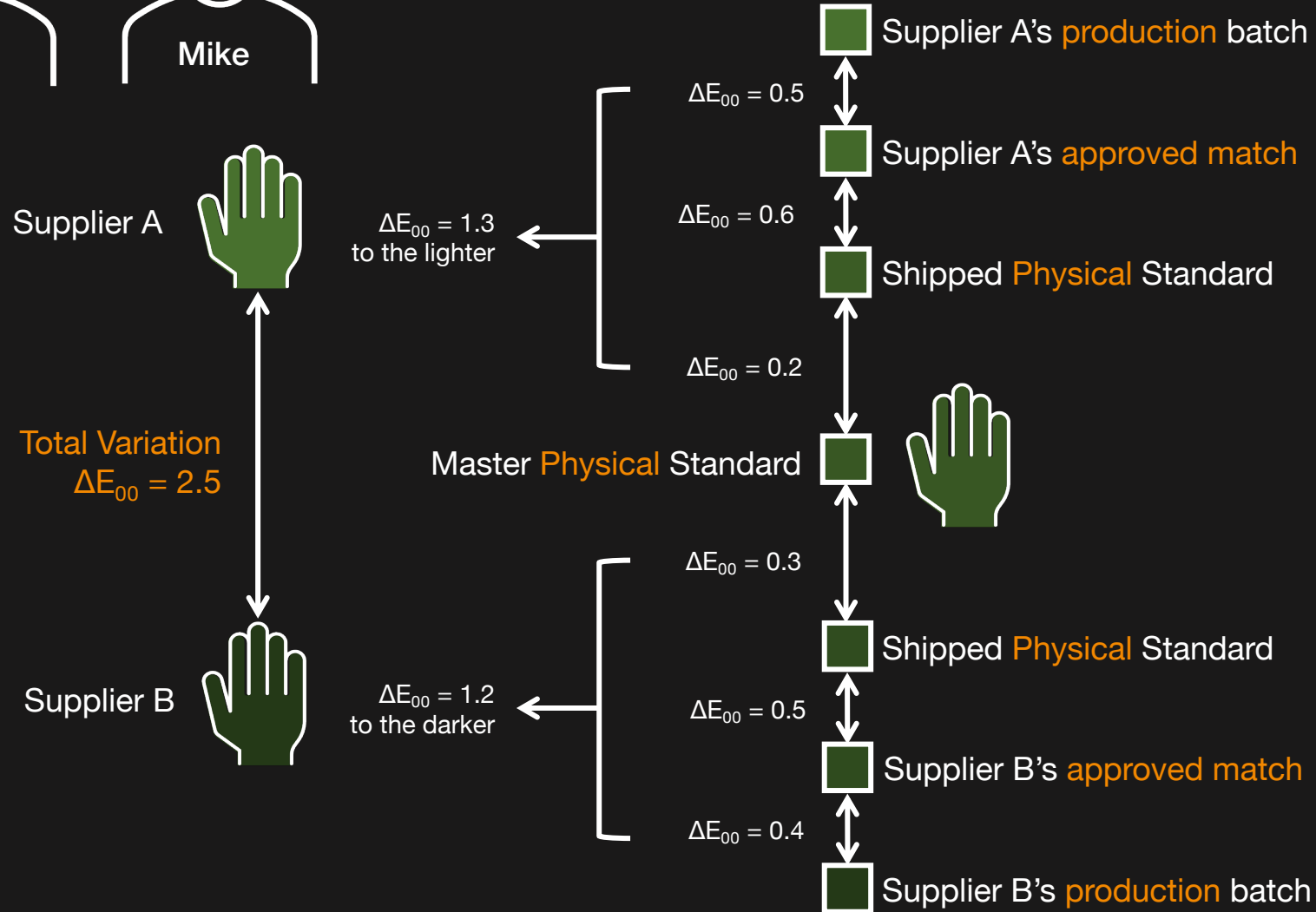
$\Delta E_{00} = 1.2$   
to the darker

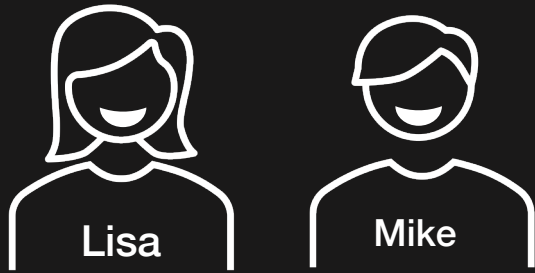




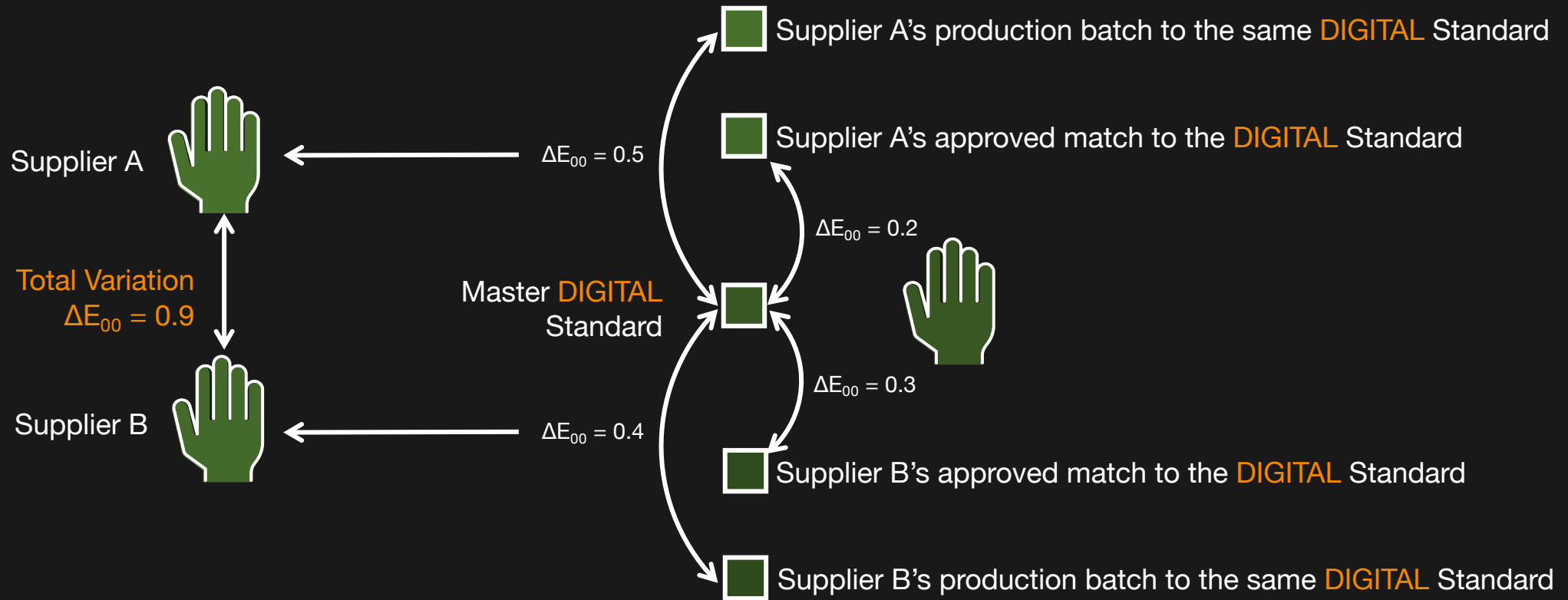


# THE ERROR STACK

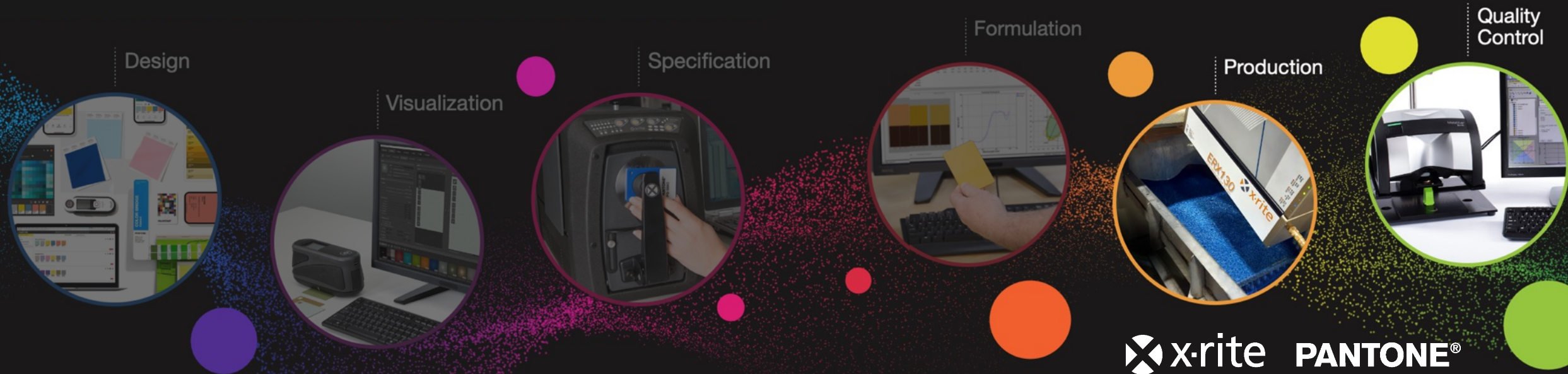




# REDUCE THE ERROR STACK

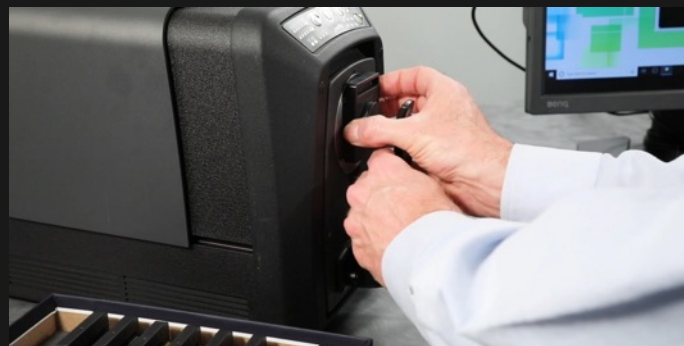
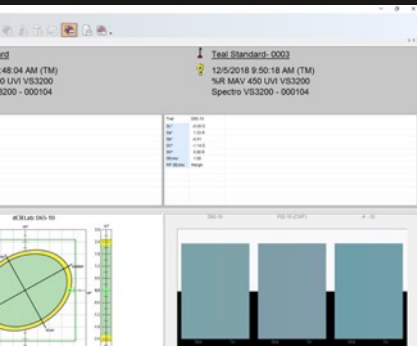


# How to Meet Quality and Sustainability Goals with Digital Color Management Tools



# FROM HANDHELD TO NON-CONTACT

X-Rite has got a **range** of instruments in **all measurement geometries** from very **reliable handheld** devices, bechtop precision spectros, hyperspectral imaging devices, throug **non- contact inline** solutions to measure in the process







## How to fit it all together?

Design



Visualization



Specification



Formulation



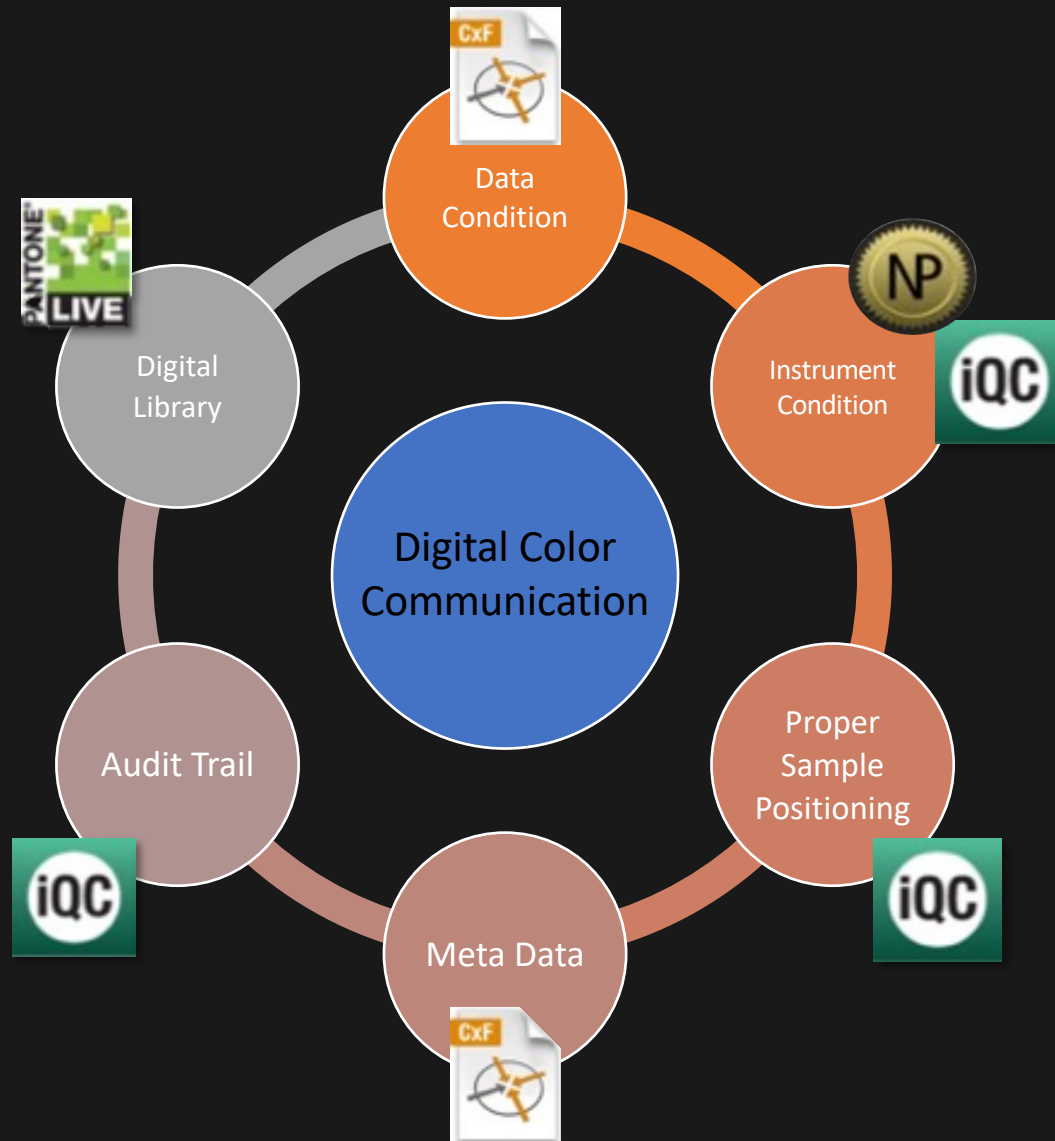
Production



Quality Control



# DIGITAL COLOR COMMUNICATION



In order to enable true digital color communication one needs to have an eco system of connected datasources, instruments, meta data and an Audit trail for being able to **remove** a multitude of **physical samples** moving around



# DIGITAL VS. PHYSICAL SAMPLES

## Digital Samples

- + Don't change, age, alter
- + Are available from a centralized source
- + Can be shared instantly over the internet
- Require a fleet of accurate, stable and controlled instruments

## Physical Samples

- + Represent the current status quo
- + Are independent of instrument to instrument correlation
- Age and wear over time
- Require shipping across the globe
- Require duplication to be available in sufficient quantity
- Might be measured incorrectly from supplier to supplier

# NetProfiler

- NetProfiler is a professional tool to control a single instrument's performance compensating for user or environmentally caused drift
- NetProfiler helps to get multiple instruments across different production sites back into factory specifications
  - **IMPROVES INTER-INSTRUMENT-AGEEMENT**
  - **ENABLES DIGITAL COLOR MANAGEMENT**



# To net-Profile or not to Net-Profile ...?

Instrument 1  
used in laboratory in  
the USA

22°C / 72°F  
50% RH



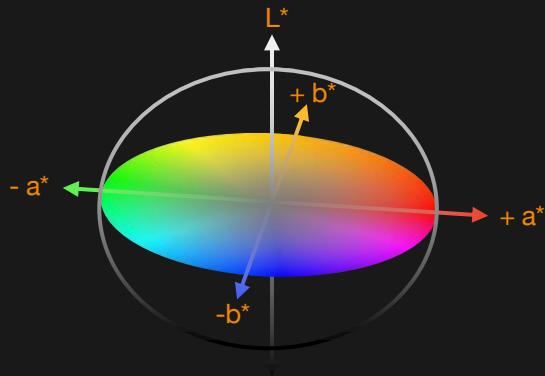
Reference

Reads:

$$L^* = 50.0$$

$$a^* = 0.0$$

$$b^* = 0.0$$



# To net-Profile or not to Net-Profile ...?

Instrument 1  
used in laboratory in  
the USA

22°C / 72°F  
50% RH



Reference

Reads:

$$L^* = 50.0$$

$$a^* = 0.0$$

$$b^* = 0.0$$

Instrument 2  
used in production  
facility in Taiwan

31°C / 88°F  
85% RH



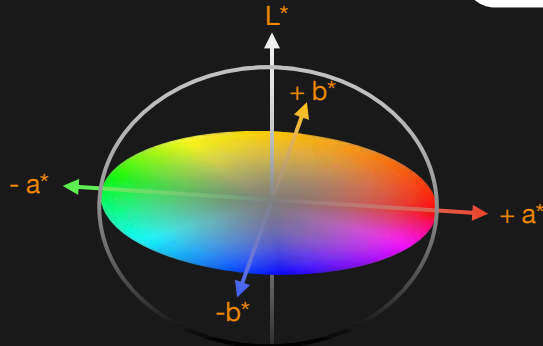
Reference

Reads:

$$L^* = 49.6$$

$$a^* = 0.4$$

$$b^* = -0.3$$



# To net-Profile or not to Net-Profile ...?

Instrument 1  
used in laboratory in  
the USA

22°C / 72°F  
50% RH



Reference

Reads:

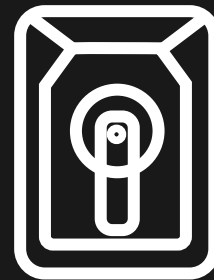
$$L^* = 50.0$$

$$a^* = 0.0$$

$$b^* = 0.0$$

Instrument 2  
used in production  
facility in Taiwan

31°C / 88°F  
85% RH



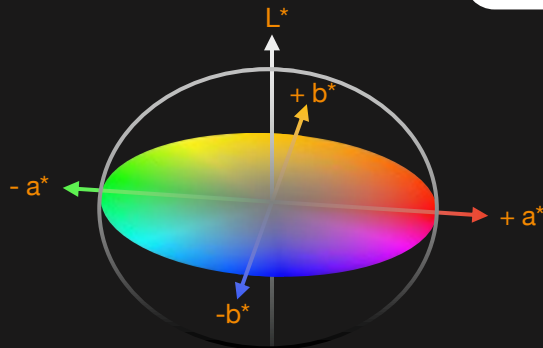
Reference

Reads:

$$L^* = 49.6$$

$$a^* = 0.4$$

$$b^* = -0.3$$



Instrument to  
instrument  
difference

$$\Delta L^* = -0.4$$

$$\Delta a^* = -0.4$$

$$\Delta b^* = 0.3$$

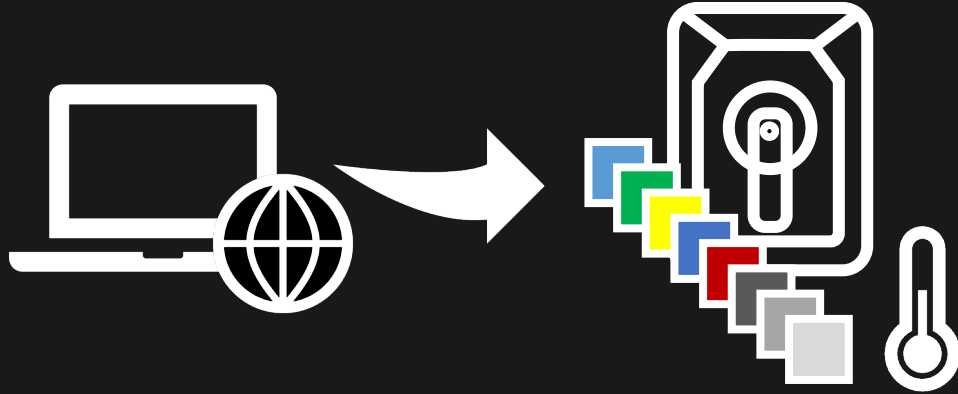
# NetProfiler



LOGON TO  
NETPROFILER



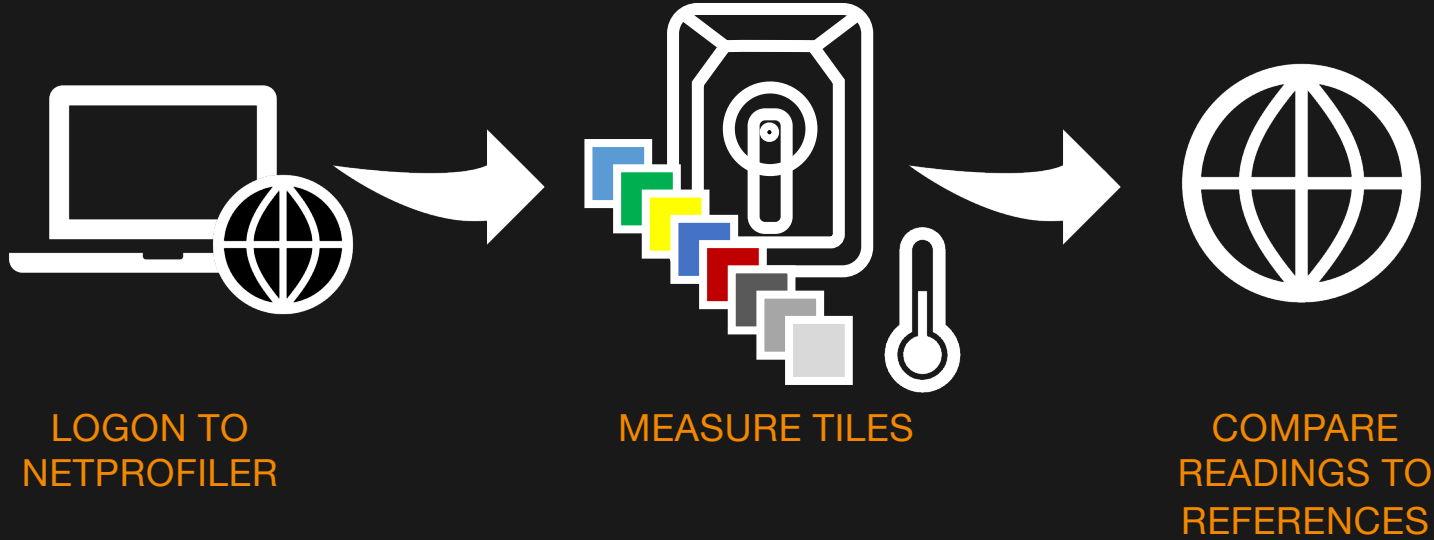
# NetProfiler



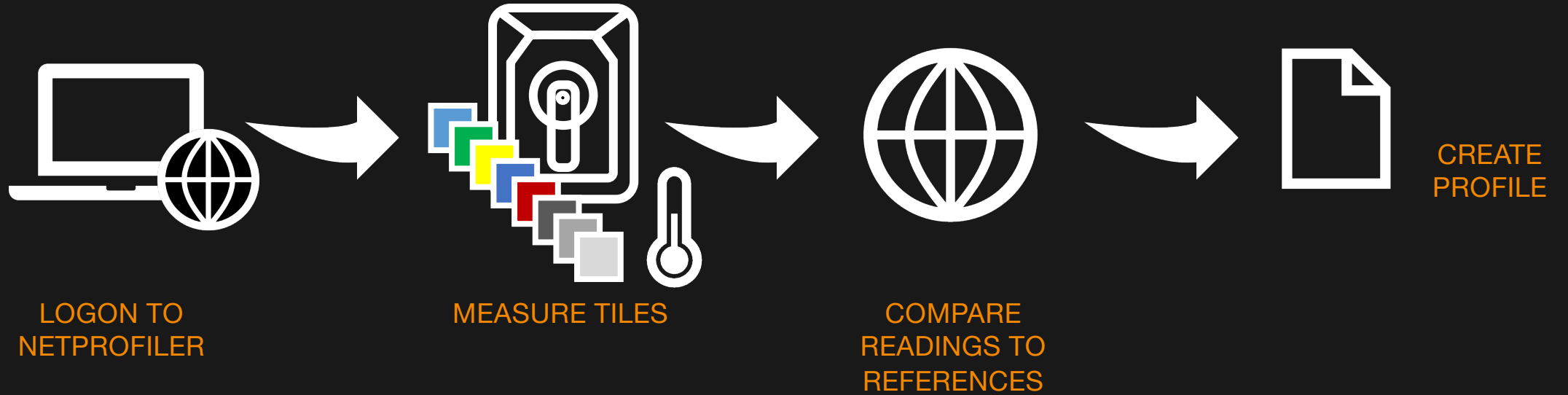
LOGON TO  
NETPROFILER

MEASURE TILES

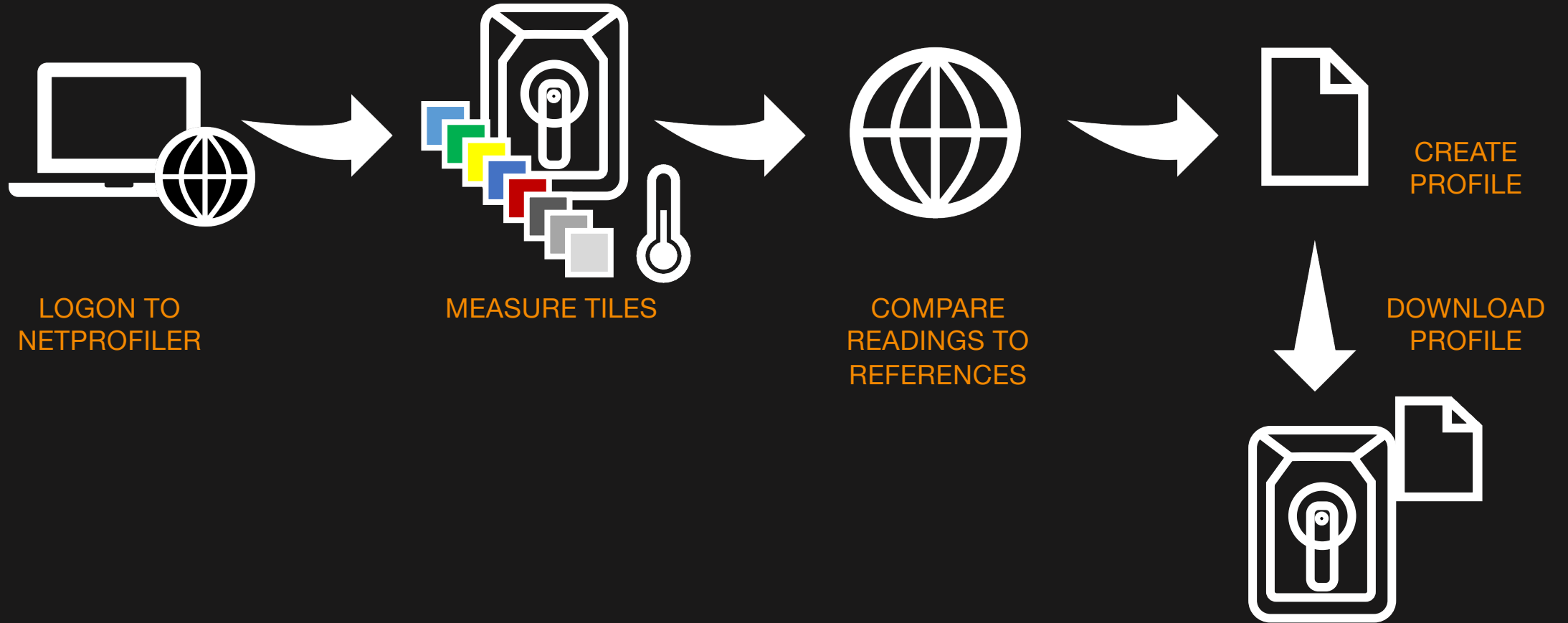
# NetProfiler



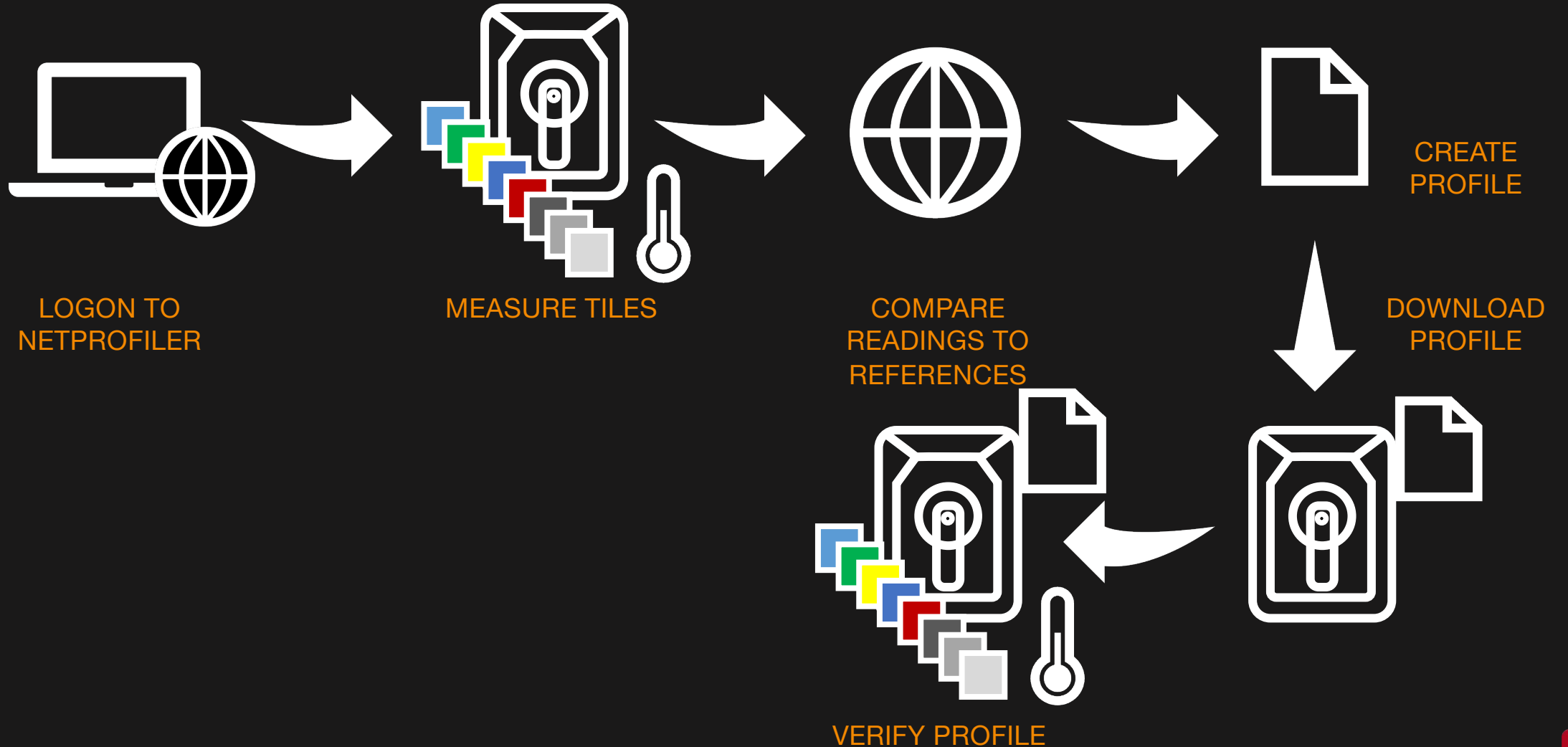
# NetProfiler



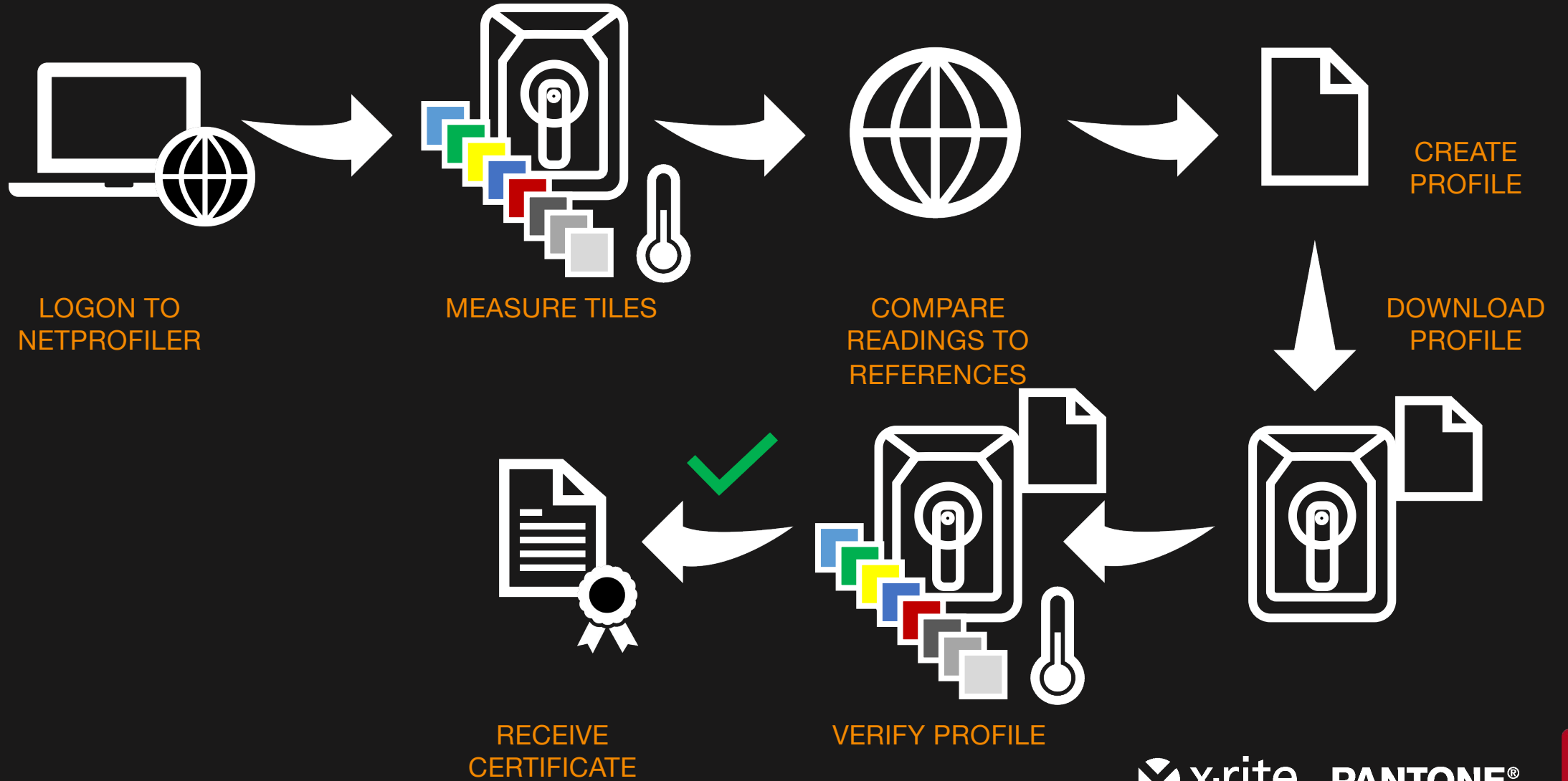
# NetProfiler



# NetProfiler

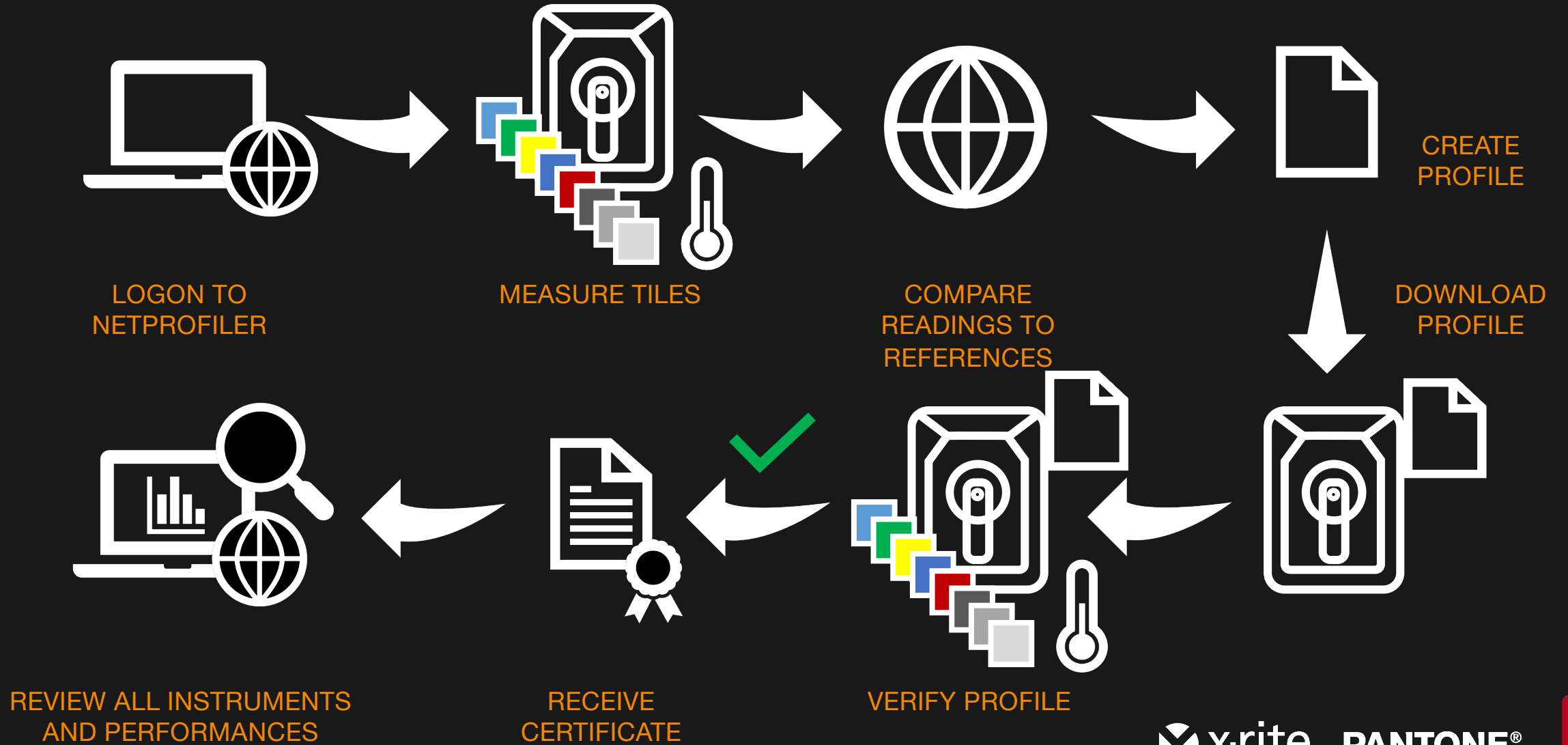


# NetProfiler





# NetProfiler



# To net-Profile or not to Net-Profile ...?

Instrument 1  
used in laboratory in  
the USA

22°C / 72°F  
50% RH



Digital

Reference

Reads:

$$L^* = 50.0$$

$$a^* = 0.0$$

$$b^* = 0.0$$

Instrument 2  
used in production  
facility in Taiwan

31°C / 88°F  
85% RH



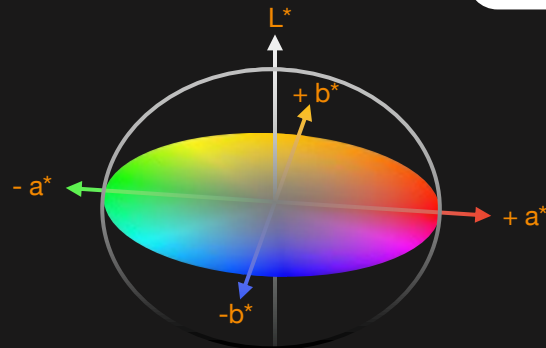
Reference

Reads:

$$L^* = 49.6$$

$$a^* = 0.4$$

$$b^* = -0.3$$



Instrument to  
instrument  
difference

$$\Delta L^* = -0.4$$

$$\Delta a^* = -0.4$$

$$\Delta b^* = 0.3$$

# To net-Profile or not to Net-Profile ...?

Instrument 1  
used in laboratory in  
the USA

22°C / 72°F  
50% RH



Digital

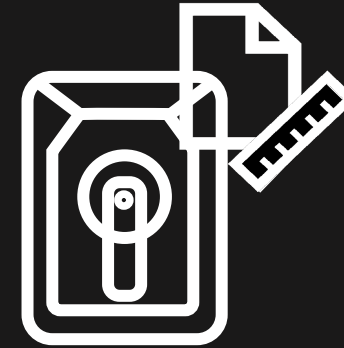
Reference

Reads:

$L^* = 50.0$

$a^* = 0.0$

$b^* = 0.0$



Reads:

$L^* = 50.03$

$a^* = 0.12$

$b^* = 0.07$

Instrument 2  
used in production  
facility in Taiwan

31°C / 88°F  
85% RH



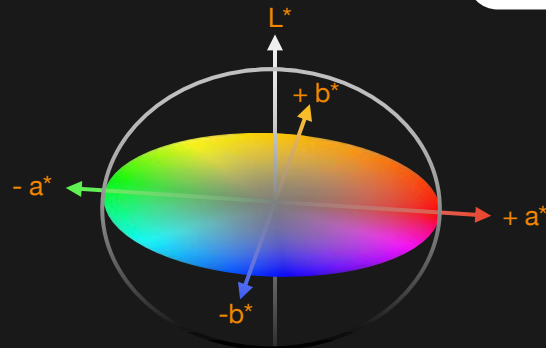
Reference

Reads:

$L^* = 49.6$

$a^* = 0.4$

$b^* = -0.3$



Instrument to  
instrument  
difference

$\Delta L^* = -0.4$

$\Delta a^* = -0.4$

$\Delta b^* = 0.3$

# To net-Profile or not to Net-Profile ...?

Instrument 1  
used in laboratory in  
the USA

22°C / 72°F  
50% RH



Digital

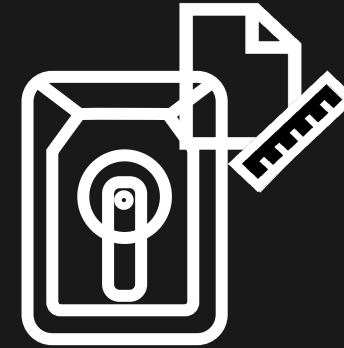
Reference

Reads:

$L^* = 50.0$

$a^* = 0.0$

$b^* = 0.0$



Reads:

$L^* = 50.03$

$a^* = 0.12$

$b^* = 0.07$

Instrument 2  
used in production  
facility in Taiwan

31°C / 88°F  
85% RH



Reference

Reads:

$L^* = 49.6$

$a^* = 0.4$

$b^* = -0.3$

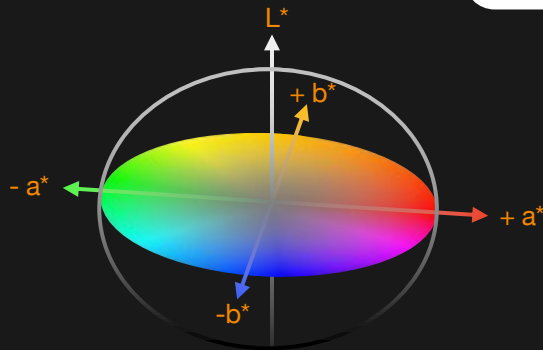


Reads:

$L^* = 49.98$

$a^* = 0.15$

$b^* = 0.04$



Instrument to  
instrument  
difference

$\Delta L^* = -0.4$

$\Delta a^* = -0.4$

$\Delta b^* = 0.3$

# To net-Profile or not to Net-Profile ...?

Instrument 1  
used in laboratory in  
the USA

22°C / 72°F  
50% RH



Digital

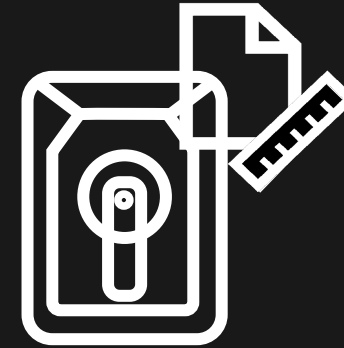
Reference

Reads:

$L^* = 50.0$

$a^* = 0.0$

$b^* = 0.0$



Reads:

$L^* = 50.03$

$a^* = 0.12$

$b^* = 0.07$

Instrument 2  
used in production  
facility in Taiwan

31°C / 88°F  
85% RH



Reference

Reads:

$L^* = 49.6$

$a^* = 0.4$

$b^* = -0.3$

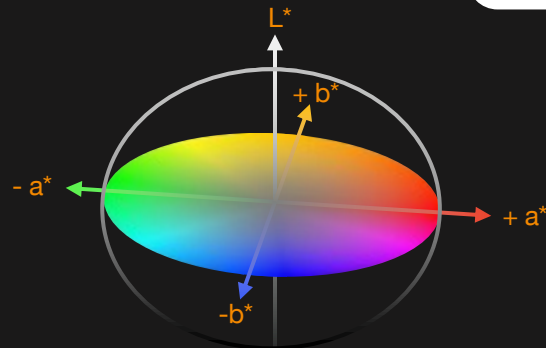


Reads:

$L^* = 49.98$

$a^* = 0.15$

$b^* = 0.04$



Instrument to  
instrument  
difference

$\Delta L^* = -0.4$

$\Delta a^* = -0.4$

$\Delta b^* = 0.3$

$\Delta L^* = -0.05$

$\Delta a^* = 0.03$

$\Delta b^* = -0.03$

# Poll question

Would you like to talk 1:1 with **an X-Rite Color Expert?**

1. Yes, I'm interested in upgrading my current device.
2. Yes, I would like to schedule a free product demo.
3. Yes, I would like to discuss my needs with an X-Rite expert.
4. No, I'm not ready to buy but would like more information.



x-rite PANTONE®



THANK YOU!

Design



Visualization



Specification



Formulation



Production



Quality Control



x-rite PANTONE®