GretagMacbeth / Munsell have a long, established reputation for color technology expertise, stemming from its roots as Gretag AG, Macbeth Artificial Daylighting Company and the Munsell Color Company. Gretag AG initially specialized in electromechanical technology and lighting products, and later in color measurement and color checking technology. Macbeth developed the first lighting system to simulate daylight. Munsell brought clarity to color communication by establishing an orderly system for accurately identifying any color. From 1965 until GretagMacbeth was formed in 1997, there have been a series of strategic mergers and acquisitions contributing to the breadth of color management solutions offered. Significant acquisitions or mergers include:

1915 Macbeth Artificial Daylighting Company started in New York to provide daylight fixtures to retailers in New York City.
1918 The Munsell Color Company founded in Boston to supply color standards with Munsell notations.
1922 The Munsell Color Company moves from Boston to New York and continues to sell color books and charts, Munsell Crayons and high-grade tempera to artists and teachers for color instruction of school children.
1923 The Munsell Color Company relocates from NYC to Baltimore, MD.
1946 Gretag AG Established in Switzerland.
1955 Macbeth relocates to New Windsor, NY.
1965 Kollmorgen Instruments Corporation and Macbeth merge.
1970 Kollmorgen acquired the Munsell Color Company, the internationally recognized manufacturer of precise color standards.
1979 Gretag Color Control Systems became an independent profit center within Gretag AG, focused on color measurement and color quality control products.
1984 Gretag Color Control Systems produced the first portable spectrophotometer.
1989 Macbeth acquired a German-based manufacturer of spectrophotometer systems.
1997 The Gretag Color Control System Division of Gretag AG merges with the Macbeth division of Kollmorgen Instruments Corporation.
1998 Gretag Macbeth GmbH acquired LOGO Kommunikations, a developer of color management software.
1999 GretagMacbeth acquired Talia Tecnocuipe, a software company focused on the textile industry. Viptronic, a manufacturer of hand-held instrumentation was acquired by GretagMacbeth
2001 Gretag-Macbeth Holding AG becomes Amazys Holding AG
2003 GretagMacbeth announces acquisitions of Shely Inc., a textile software and applications provider and Sequel Imaging a graphic arts solutions provider.
2006 X-Rite, Incorporated acquires Amazys Holding AG and all its holdings.