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X-Rite Announces Fall Fundamentals of Color Training

Interactive 2-day seminar helps attendees learn practical color theory and apply the latest technology to improve color quality control

GRAND RAPIDS, Mich., September 1, 2015 – X-Rite Incorporated, a global leader in color science and technology, and its subsidiary Pantone LLC, today announced a fall Fundamentals of Color Training Series in 12 locations throughout North America. The seminar classes are designed to help attendees understand and establish color quality standards across their organizations. The interactive seminar is ideal for color specifiers, quality control professionals, lab technicians and anyone who evaluates or approves color. Attendees can register for either the two-day seminar or one of the individual sessions:

- *Day One: Fundamentals of Color and Appearance (FOCA)* training provides a solid understanding of the art and science of color, covering the physics of color, importance of lighting, how to use spectrophotometers and color data.
- *Day Two: Fundamentals of Instrumentation and Quality Control (FIQC)* is a hands-on workshop where attendees use X-Rite spectrophotometers and Color iQC software to create color standards, develop appropriate color tolerances, measure samples against target colors and analyze the results.

“This seminar series will benefit participants who are responsible for the communication, specification, measurement and reporting of color,” said Murphy Keeley, Vice President of Marketing and Services, X-Rite. “By providing practical information applicable to all industries dealing with color, seminar attendees will leave with an understanding of how to improve quality control processes by streamlining color measurement, reporting and recording.”

Seminar classes are taught by X-Rite color experts, each of whom has many years of experience in the art and science of color. The classes incorporate decades of best-practice color management experience and have been conducted globally for over 25 years.

Attendees receive X-Rite's exclusive FOCA and FIQC books and are entered into a sweepstakes drawing for X-Rite software valued at \$3,200. They also receive a discount voucher valid through December 31, 2015.

Seminars commence on September 9th in Grand Rapids, MI. Other locations include Charlotte, NC; Austin, TX; Los Angeles, CA; Seattle, WA; Cleveland, OH; Hunt Valley, MD; Edison, NJ; Toronto, CANADA; San Jose, CA; Atlanta, GA and Chicago, IL.

The combined Seminar cost is \$1,295. The individual cost for the *Fundamentals of Color and Appearance Seminar* is \$595; and *Fundamentals of Instrumentation and Quality Control Seminar* is \$895. A 15 percent discount is available for individual seminar classes using the coupon code "fun2015".

Registration and a full list of dates and locations can be found at www.X-Rite.com/Fundamentals.

About X-Rite

Founded in 1958, X-Rite, Incorporated is a global leader in color science and technology. With its wholly owned subsidiary Pantone, X-Rite employs more than 800 people in 11 countries. The company's corporate headquarters are located in Grand Rapids, Mich., with regional headquarters in Europe and Asia and service centers across Europe, the Middle East, Asia, and the Americas. X-Rite Pantone offers a full range of color management solutions used by manufacturers, retailers, printers, photographers and graphic design houses to achieve precise management and communication of color throughout their processes. X-Rite Pantone products and services are recognized standards in the printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles and medical industries. For further information, please visit www.xrite.com.

About Pantone

Pantone LLC, a wholly owned subsidiary of X-Rite, Incorporated, has been the world's color authority for nearly 50 years, providing design professionals with products and services for the colorful exploration and expression of creativity. Always a source for color inspiration, Pantone also offers paint and designer-inspired products and services for consumers. More information is available at www.pantone.com.

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