

Contact:

Corporate:

Alicia Libucha

X-Rite

+1 857-205-0919

alicialibucha@xrite.com

Europe:

Monika Dürr

Duomedia

+49 6104 944 895

monika.d@duomedia.com

X-Rite to Join Industry Thought Leaders at the AATCC 2015 International Conference for the Textile Industry

Showcasing Next-Generation Instruments for Accurate, Reliable Color Measurement

GRAND RAPIDS, Mich., March 16, 2015 – X-Rite Incorporated, a global leader in color science and technology, and its subsidiary Pantone LLC, today announced that it will be exhibiting at AATCC 2015, the International Conference for the Textile Industry, scheduled for March 24th to 26th, 2015, in Savannah, Georgia. At table 19, X-Rite Pantone will debut its next-generation benchtop sphere spectrophotometer, the new Ci7800, designed to help the apparel and textile industries achieve accurate color across the entire supply chain, from concept through dyeing to manufacturing of a final product.

“In a world where textiles and apparel are manufactured on an increasingly distributed and global basis, it can be challenging to ensure consistent color throughout the entire supply chain,” said Mike Beering, Product Manager for X-Rite. “This year at AATCC, X-Rite will be demonstrating how color measurement instruments like the Ci7800 ensure that specifications and tolerances are met, and that accurate and reliable color data is seamlessly communicated across the entire supply chain.”

The [Ci7800 Benchtop Sphere Spectrophotometer](#) provides fast measurement of samples of varying sizes. Operators can easily, consistently and precisely present samples to the instrument for accurate sample-to-sample measurement. Its many new features are designed to improve productivity throughout the entire textile supply chain, from ensuring accurate color in raw materials to delivery of color-perfect final product.

By adding selected software solutions to support the X-Rite Ci7800, users can further improve productivity, reducing errors and rework. These include:

- **Cloud-based NetProfiler** to verify, optimize and certify the performance of color measurement devices – across the plant or around the globe.
- **Color iMatch** for accurate color formulation to meet customer-provided standards.
- **Color iQC** to remove the guesswork from evaluating colors during the production process.
- **Color iQC Taper**, a color sequencing solution that allows placement of color data into a sequence that minimizes the differences between adjacent rolls of fabric and reduces the the possibility of creating shaded products.

For more information about X-Rite solutions for the textile industry, please visit www.xrite.com.

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. For the latest news, information and conversations, connect with X-Rite on [LinkedIn](#), [Vimeo](#), [Twitter](#), and [Facebook](#).

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. For the latest news, trends, information and conversations, connect with Pantone on [Twitter](#), [Facebook](#) and [Pinterest](#).

©2015 X-Rite, Inc. All rights reserved. X-Rite is a registered trademark of X-Rite, Inc. All other trademarks are the property of their respective owners. PANTONE® and other Pantone trademarks are the property of Pantone LLC. © 2015. All rights reserved.