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X-Rite Opens Customer Experience Center in Grand Rapids

New Center Demonstrates How a Digital Color Workflow Ensures Accurate, Repeatable Color, and Improves the Value of Consumer Goods and Packaging

GRAND RAPIDS, Mich., April 20, 2015 – X-Rite Incorporated, a global leader in color science and technology, and its subsidiary Pantone LLC, today announced it opened a new Customer Experience Center in its Grand Rapids headquarters. During the grand opening celebration, scheduled for April 21-23, X-Rite will host dealers and value added resellers that represent the company in a variety of industrial and print & packaging market segments. The new Customer Experience Center showcases how customers across different industries can leverage X-Rite Pantone solutions to achieve accurate color throughout their entire supply chain from design inspiration to final product.

“Most brand owners and their supply chain partners understand the importance of accurate color in representing a brand image,” said Ron Voigt, President of X-Rite Pantone. “This is especially true when it comes to consumer products. X-Rite Pantone solutions help brand owners and all members of their supply chains ensure that color is within tolerance for paint, plastics, photo, textiles, print & packaging, cosmetics, pharmaceuticals and more. When customers visit our Customer Experience Center, they will see first-hand how these solutions combine to create an end-to-end, closed-loop digital color workflow that is unique in the industry. It takes the guesswork out of color measurement and management.”

Color measurement and management solutions from X-Rite Pantone that are on display in the Center include:

- Next-generation color measurement instruments, including X-Rite eXact, Ci64 and Ci7800 spectrophotometers;
- Colorimeters and spectrorimetry that ensure accurate calibration of monitors and displays, including the recently launched i1iSis 2, i1Pro 2, Pantone CAPSURE and more;

- Lighting solutions that ensure an accurate color measurement and viewing environment;
- Farnsworth-Munsell Hue Test, a popular color vision test;
- Physical color reference guides from PANTONE®, including custom Digital Draw Downs from the PantoneLIVE libraries; and
- A variety of software solutions, each targeted at specific industries and designed to augment color measurement instrumentation while improving color communication, color profiling, inter-instrument agreement, track-and-trace and more.

Visitors to the Center will also learn how X-Rite Pantone professional services, training and certification programs can help customers better address color issues, ensure a consistent color process across the entire supply chain and rapidly bring staff up to speed on the proper use of color measurement and management instrumentation and software solutions.

“We are especially pleased to welcome our dealer community to our Grand Opening event,” Voigt added. “By making this resource available to our customer and dealer community, visitors will learn the extent and reach of X-Rite Pantone products and services. More importantly, they will see the significant contribution our solutions make around the globe to the quality of consumer goods, increasing their value and appeal.”

For more information about X-Rite solutions, 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](#).

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