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X-Rite Takes Latest Color Management Solutions to FTA INFO*FLEX Spring Conference

Next-Generation Color for the Flexo Industry

GRAND RAPIDS, Mich., April 28, 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 the [2015 INFO*FLEX Spring Conference](#) hosted by the Flexographic Technical Association (FTA) and scheduled for May 4th and 5th in Nashville TN. X-Rite Pantone will demonstrate color measurement and management solutions designed to help the flexographic industry achieve accurate and consistent color across the entire supply chain, from concept through manufacturing of the final product.

“The FTA has designed INFO*FLEX to bring together the leading companies that are driving innovation in the industry,” said Shoshana Burgett, Worldwide Marketing Director for X-Rite. “We are pleased to be able to contribute to that goal. When visiting X-Rite at the show, attendees will see next-generation color measurement and management solutions that will ‘future-proof’ their flexographic businesses by taking time and waste out of the process, ensuring that color meets customers’ ever-critical requirements and is consistent throughout the supply chain. We look forward to both learning from and educating attendees.”

At the event, X-Rite Pantone will demonstrate flexographic-specific closed-loop color measurement and management solutions including:

- **X-Rite eXact with scanning**, the next generation in handheld spectrophotometers, enabling printers and packaging converters to understand, control and manage color using both short and long (2” to 44”) bars common in flexographic printing.
- **ColorCert: X-Rite Edition**. In its simplest form, ColorCert allows color data exchange to occur easily and in real time. It is a packaging electronic job ticket that allows for consistent set up and definition of jobs. It

incorporates statistical data analysis that can point to areas of opportunity for improved performance.

- **PantoneLIVE**, a cloud-based ecosystem that defines and stores spectral values for color palettes, ensuring that accurate, consistent color is at your fingertips regardless of the type of inks, substrates and printing technologies being used.
- **InkFormulation Software**. Color accuracy begins with ink recipes and formulation, and InkFormulation software is the key to ensuring that this critical step delivers expected results while providing the means to manage inventory and making it very easy to use leftover inks.

“Attendees will hear directly from customers in the flexographic industry how X-Rite helped them achieve amazing results using these solutions and X-Rite Pantone color expertise, such as significantly enhanced color performance and deeper relationships with major brand customers,” added Burgett. “There’s no question that X-Rite Pantone has a positive impact on the flexographic business by bringing color accuracy and consistent color communication to the workflow. This helps improve productivity, keep customers happy and bring real savings to the bottom line.”

For more information about X-Rite solutions for the flexographic 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](#).

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