



PANTONE®

For Immediate Release

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X-Rite ColorChecker Celebrates 40-Years as The Standard in Color Innovation Kicks-off Worldwide Promotions @International Tradeshows

Grand Rapids, MI – March 17, 2016 – X-Rite Incorporated, a global leader in color science and technology, with subsidiary Pantone LLC (<http://www.xrite.com>) celebrates 40th Anniversary of the ColorChecker product line developed by X-Rite Munsell Color, including ColorChecker Classic, ColorChecker Passport Photo, ColorChecker Video and ColorChecker Passport Video (<http://xritephoto.com/colorchecker-targets>). The yearlong 40th Anniversary global celebration (blog.xritephoto.com/anniversary) includes in-store events, special bundles, webinars, contests, giveaways and more beginning with special pricing at:

- The [Photography Show Birmingham UK](#), March 19-22;
- [Shutterfest](#)– St. Louis MO, March 29-31;
- [NAB](#)–Las Vegas, April 18-21

“For 40 years the ColorChecker family of solutions maintains fundamental relevance and adaptability as technology and workflows evolved from analog to digital. This began with the ColorChecker Classic (<http://xritephoto.com/colorchecker-targets>), which continues to be the trusted original cross-industry standard for color balancing and reproduction based on a century of color theory science,” states X-Rite Vice President of Product Marketing Chris Winczewski.

ColorChecker Charts meet the demands from hobbyists to professionals, across the widest range of industries and disciplines, whether filmmaking, photography, manufacturing, scientific, medical or industrial. No matter the skill level or application, ColorChecker is an essential tool wherever image color quality is relevant.

Winczewski continues, *“X-Rite products continue to evolve—meeting the test of time and demanding changes of technology. ColorChecker’s 40-year history is a prime example of X-Rite’s many product offerings and why our company remains the global leader in color science and technology.”*

Users can fully trust that ColorChecker will always provide an unrivaled industry-standard result every time, both in its simplest/easy to learn fundamentals at the entry level while scaling to the most advanced users who need and desire deeper control and diverse professional application.

Special promotional offerings throughout 2016 include; instant dealer savings, [Christopher Dodd](#)–Alaska and [Frank Doorhoof](#)–Netherlands workshop giveaways, 40-giveaway days beginning April 4th and giveaway products at Coloratti workshops—the world’s top Photographers & Filmmakers (<http://xritephoto.com/coloratti>), and more. Connect: [Facebook](#) (<http://tinyurl.com/zm7ec7t>), promotions see: <http://tinyurl.com/hzpyqjj>.

About X-Rite

X-Rite and its subsidiary Pantone LLC is a global leader in color science and technology. X-Rite Pantone offers a range of color management solutions for the printing, packaging, photography, graphic design, video, automotive, paints, plastics and textiles industries. Visit xritephoto.com, <http://www.xrite.com>.

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