

**Press Release
Paris, June 23, 2015**

Diadeis reinforces its colour management solutions with the implementation of PantoneLIVE and ColorCert.

**The pre-media agency integrates X-Rite's leading colour management solutions
to improve services for blue-chip brand owners**

Diadeis, one of the world's leading design and premedia agencies, announces they have implemented two of X-Rite's industry-leading colour management solutions: PantoneLIVE and ColorCert. These solutions support Diadeis's role as a provider of superior color management services to high-profile clients around the world. With the implementation of PantoneLIVE and ColorCert, Diadeis becomes the first pre-press studio in Europe to adopt these solutions, giving clients around the world increased visibility on print production, a better efficiency of the graphic chain, and an improved print quality.

Guillaume Postel, Diadeis's CEO, comments:

"Because colour plays a significant part in ensuring brand recognition across the world, colour management and global consistency is one of the main challenges of Diadeis's multi-national clients. By combining PantoneLIVE with ColorCert, we are able to better serve our clients with a comprehensive solution that ensures complete control of the brands' colours. Brands get the confidence of knowing that the colour on the shelf always matches the target, irrespective of the substrate, print supplier, printing process or region, and it also stays consistent over time."

He continues, "In addition to consistent colour, better colour communication also contributes to a marked improvement in productivity. Better right-first-time and shorter approval time lead to quicker time-to-market and help optimize costs".

PantoneLIVE is a cloud-based ecosystem, where digital colour palettes reproducing the colours' digital DNA can be centralized and shared by all stakeholders in a colour supply chain. "PantoneLIVE sets clear, achievable targets that everyone agrees to and communicates it virtually from ideation to production." said Francesco Tomasello, Vice-President Sales EMEA for X-Rite.

ColorCert provides statistical control of colours to monitor the print production quality. Measurement is based on spectral data and reports are available online, in real time. Incorporating ColorCert into the PantoneLIVE workflow creates a complete, digitized end-to-end closed-loop reporting system. The combination of PantoneLIVE™ and ColorCert has reduced the reliance of hard-copy proofs, and reduced the need for physical manifestations of the final product.

About Diadeis:

Diadeis is a world-leading pre-media and design agency. The company offers a wide range of services linked to graphic creation, prepress and brand life cycle technology tools. For 40 years, Diadeis has been helping large advertisers to develop and improve their brand image. It combines efficiency, consistency and precision in the production of their

communications media in the packaging, multi-channel publishing and operational marketing sectors. The company's headquarters are based in Paris and it is present in Europe, America, Asia, Africa and the Middle-East. It offers its services to clients in over 60 countries.

For more information, visit www.diadeis.com

About PantoneLIVE

PantoneLIVE is a cloud-based solution that enables the universal PANTONE Color language to be accurately communicated across the entire packaging workflow – from design concept to retail store shelves. PantoneLIVE extends the PANTONE PLUS SERIES Color Library, mapping critical color information to packaging-specific substrates. The PantoneLIVE ecosystem is supported by licensed hardware and software that enables each area of a packaging supply chain to access the same PantoneLIVE Colors, in addition to brand specific palettes. This results in consistent and repeatable color across product families, regardless of media or print technology, providing a cohesive brand approach.

While users of any manufacturer's ink will be able to take advantage of PantoneLIVE, Sun Chemical is the preferred ink partner. Esko, a global supplier of integrated solutions for packaging, sign and display finishing, commercial printing and professional publishing, is also a preferred partner supporting PantoneLIVE. Both companies worked closely with Pantone and X-Rite to develop PantoneLIVE. For more information, please see www.pantone.com/live

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](#).

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