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X-Rite Color Management Solutions Showcased at Graph Expo 2015

X-Rite Dealer Partners, ColorHQ and Rutherford Graphics Products, to display closed-loop color managed workflows for commercial and packaging printers

GRAND RAPIDS, Mich., September 9, 2015 – X-Rite Incorporated, a global leader in color science and technology, and its subsidiary Pantone LLC, today announced that its best-of-breed color management solutions will be showcased in both the ColorHQ and Rutherford Graphic Products booths at Graph Expo 2015, September 12-16 at McCormick Place in Chicago. The X-Rite dealer partners, in booths #535 and #436, respectively, will display a full range of end-to-end color workflow solutions designed to fit the needs of prepress, printing and packaging companies of all sizes.

“Recent X-Rite research indicates that brand owners still consider the inability to achieve consistent color across their print and packaging supply chains a significant business issue,” says Chris Winczewski, Vice President of Product Marketing, X-Rite. “We’re dedicated to helping customers eliminate this concern. X-Rite’s dealer partners will feature the X-Rite solutions that printers are using to establish closed-loop color control, dramatically reduce make-ready times, and help minimize ink and substrate waste. These latest X-Rite technologies help printers stay competitive, save on resources, and meet customer delivery schedules.”

X-Rite solutions on display in the ColorHQ and Rutherford Graphics Products booths include:

- **X-Rite eXact Scan**, a 2015 recipient of the prestigious InterTech Award and the only handheld spectrophotometer on the market that can measure a true M1 Part One (as opposed to a simulation) and capture M0, M2 and M3 simultaneously for both spot and scan readings.
- **X-Rite IntelliTrax**, an automated color management scanning solution offering press-side color control and fast color correction on press; an ideal solution for high-end, high speed printing operations.

- **X-Rite i1 software and solutions** including the new i1iSis 2 for automated printer profile creation, now supporting M1 measurement standards, and the i1Pro 2, the standard for color profiling and calibration.

“ColorHQ experts will be available in our booth to educate Graph Expo visitors about the latest developments in the art and science of color management. Attendees will see first-hand how they can leverage X-Rite products like IntelliTrax with MeasureColor software for fast color correction to reduce make ready times,” says Bob Miller, President of ColorHQ.

“At the Rutherford Graphics Products booth, attendees will see how the X-Rite eXact Scan’s easy-to-use scanning features couple with our ExactLoop system to make digitally-driven, closed-loop color control an affordable reality for printers of all sizes and budgets,” says Jay Rutherford, President of Rutherford Graphic Products.

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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