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X-Rite and Pantone to Introduce New Colour Supply Chain Management Tools for Textile Manufacturing at the ITMA 2011 Show in Barcelona

X-Rite and Pantone to show a uniquely comprehensive suite of solutions for the management of the colour workflow from inspiration to the retail floor

REGENSDORF, Switzerland -- 27 June, 2011 – [X-Rite Europe GmbH](http://www.xrite.com) and [Pantone LLC](http://www.pantone.com) will introduce new tools at the International Exhibition of Textile Machinery ([ITMA](http://www.itma.com)) 2011 show that can help textile mills, dye houses, and apparel and softgoods manufacturers to improve quality, reduce scrap and rework, and shorten the time it takes to get new products to market.

At the X-Rite Pantone booth B172/173 in Hall 2, attendees of ITMA will have an opportunity to view the most wide-ranging system of integrated workflow solutions for the colour management of softlines anywhere during the show. The ITMA, which is being held from 22 to 29 September in Barcelona, Spain, is the world's largest exhibition of textile and garment machinery.

Pre-show information may be obtained by visiting www.xrite.com/ITMA or contacting X-Rite Vice President of Sales and Marketing-EMEA Francesco Tomasello at FTomasello@xrite.com. X-Rite Pantone is the world's leading designer and manufacturer of colour communication and formulation systems, colour standards and lighting.

Innovative colour inspiration and creation tools

Starting at the moment of inspiration and creation, Pantone will introduce its 175 new colours added to the PANTONE FASHION + HOME Color System that influences the selection of colours in fashion, home furnishings and interior design for global markets. Spectral data for the 2,100 colours in the PANTONE FASHION + HOME Color palette will be available for an accurate digital color communication. Pantone will also unveil its new nylon brights collection that features 21 electric shades of colours that designers can use as an internationally recognized standard for accurate colour selection of nylon and polyester materials used in the manufacture of sportswear and other products.

Representatives of X-Rite and Pantone will also be demonstrating two exciting new tools that assist textile and fashion designers during the inspiration and colour selection process: the CAPSURE handheld device that can accurately measure colours of virtually any inspiration object and the ColorMunki Design package used to select, specify and store colour palettes.

New integrated measurement solutions for optimal quality and production

Moving to the production phase that includes quality control, X-Rite will be demonstrating a complete line of spectrophotometers and software solutions to assist in the identification, selection and formulation of new shades and grouping batches of textiles by shade variation.

When it comes to measuring colors and communicating data between production facilities anywhere in the world, X-Rite will be demonstrating how specifiers and suppliers can use instruments such as its established Ci7 benchtops and its iQC V7 software package to manage the supply chains of softlines and precisely communicate color without risk. In other demonstrations of its integrated workflow solutions, X-Rite will show specifiers and suppliers how they can use the company's free iCertify website to track data of electronic colour approval programs for their entire supply chains and how they can employ the Color iTextile document-oriented software to organize analysis of lab dips, production samples, and finished products to remove the guesswork from evaluating colours.

When it comes to keeping instruments in alignment throughout the supply chain, X-Rite representatives will demonstrate the new generation NetProfiler 3 package that allows companies to remotely adjust and certify the performance of their spectrophotometers, ensuring accurate and reliable colour data. To tap into the rapid growth of mobile computing, NetProfiler 3 extends the power of profiling to handheld devices with embedded profiling capabilities.

For more information, please refer to the X-Rite website at www.xrite.com.

About X-Rite

(NASDAQ: XRIT) X-Rite is the global leader in colour science and technology. The company, which now includes design industry colour leader Pantone, Inc., develops, manufactures, markets and supports innovative colour solutions through measurement systems, software, colour standards and services. X-Rite's expertise in inspiring, selecting, measuring, formulating, communicating and matching colour helps users get colour right the first time and every time, which translates to better quality and reduced costs. X-Rite serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles, dental and medical.

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