ARCHROMA TURNS COLOR DREAMS INTO REALITY WITH THE COLOR ATLAS BY ARCHROMA®

Reinach, Switzerland - 10 May 2016 - Archroma, a global leader in color and specialty chemicals, announced today its Color Management service business is launching a cotton poplin color library with over 4300 readily available new shades.

Archroma's Color Management customers have come to rely on 16 years of recognized expertise in the formulation, standardization and management of custom colors along the entire textile supply chain; a service that the company pioneered when it was devised and launched by its team back in 2000.

Fashion designers, brands, retailers, and their suppliers are facing many challenges from global sourcing to ambitious deadlines. Archroma Color Management helps them to achieve accurate colors, and accelerate their time to market with color management services, unique software tools and support systems.

Color Management redefined
True to the company's commitment to continuously challenge the status quo, Archroma’s color management experts would not settle for just developing another color library similar to what is already available on the market, they decided to change the approach altogether.

Color Atlas by Archroma®
The result is Color Atlas by Archroma, a color library created to easily bring color creativity and manageability to an entire new level for stylists and designers, brands and retailers, and their suppliers.

The Color Atlas by Archroma is a system that includes:

- A "physical library" consisting of over 4300 colors, in 6 volumes. The new accordion-fold design of the library volumes is an innovative step away from traditional three-ring binders, for quick and intuitive browsing of the cotton poplin samples. Colorful book covers indicate the shades that lie within each volume. Secure tabs help keep the swatches neat and ordered while allowing them to be easily removed;

- A mobile-friendly Color Atlas Online with exciting features such as “color-on-the-go” which allows you to capture an image using your smart phone, and identify the closest Color Atlas shades with the possibility to purchase a color sample instantly;

- “Engineered Color Standards” connected to robust online technical databases via mobile communication technology (patent pending).
"With our new Color Atlas tool, we believe that we are redefining the concept of a color library for the textile industry", says Brad McClanahan, Head of Service Businesses at Archroma Textile Specialties. "We offer what we believe is a unique set of tools - through web-based software and customized services - for color selection, color development, color standards, and the communication of seasonal color palettes."

"Some features of the Color Atlas are already creating a lot of excitement with the designers who have had a sneak preview of the tools, such as the “color-on-the-go” feature. With this feature, you can capture images that inspire you and quickly find color options using just a smart phone,” adds Chris Hipps, Head of Archroma Color Management. “We are also very excited about our patent-pending technology that adds swatch-specific information to each Engineered Color Standard, giving retailers, brands and mills instant access to more color information than ever."

Watch the video: https://www.youtube.com/watch?v=I5skbx2vTTul.

The Color Atlas by Archroma® comprises 6 volumes organized by color group. (Photos: Archroma)

Take a picture, upload it, find related colors available in the Color Atlas by Archroma® and order the color swatch - in just a few clicks; this is "color-on-the-go". (Photo: Archroma)

Color Atlas by Archroma® is a trademark registered by Archroma in many countries.

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Archroma is a global color and specialty chemicals company committed to innovation, world-class quality standards, high service levels, cost-efficiency and sustainability. Archroma is headquartered in Reinach near Basel, Switzerland, and operates with approximately 3000 employees over 35 countries. Through its three businesses: Textile Specialties, Paper Solutions and Emulsion Products, Archroma delivers specialized performance and color solutions to meet customer needs in their local markets. Archroma helps people fulfill their desire for products that appeal to their emotions and senses for a greater life experience, by developing beauty- and performance-improving technologies applied to everyday products. Products enhanced, colors enhanced, performance enhanced – “Life enhanced”.

This press release and relevant photography can be downloaded from www.PressReleaseFinder.com.