

colour measurement

denim



## Now every aspect of denim colour is measurable

You may be familiar with the limitations of assessing the colour of denim with traditional instruments such as spectrophotometers.

These are largely because:

- These traditional instruments only allow the user to measure small areas of the garment
- Denim is now rarely a solid colour so cannot be described by numbers alone.
- Areas and ratios of washdown, critically important elements of the aesthetic appearance of the product are very difficult to measure.
- The field of view required to capture these products is now much larger than can be accommodated by a typical spectrophotometer aperture. You may even wish to view the full garment.

We understand that because modern denim is all about appearance, what is needed is an image to judge the appearance, with the ability to measure key areas of the garment rather than small unrepresentative places.

You would also certainly look for increased objectivity, for both quality control and shade sorting purposes.

So, as colour assessment technology experts, we have created a solution to provide all this...

### **DigiEye: For more accurate and repeatable measurements**

Only with DigiEye is every aspect of denim measurable. It enables increased objectivity and associated quality improvements to be achieved.

Colour difference/contrast can be visualised AND measured because the DigiEye System provides an image to support the numerical data.

Measurements are also much more representative of the 'true' colour of the product and are more accurate and repeatable due to the larger selection area.



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immeasurable

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## Accurate measurement of Denim

Because DigiEye captures colorimetric data at the pixel level, uses selection tools that are flexible and intuitive and does not have the aperture restrictions of a spectrophotometer, it allows for the measurement of:

- The colour of selected sections of the garment (and the obtaining of all associated colour difference information)
- The relative colour difference of base fabric and wash-down/bleached areas – plus percentage distribution in a defined area.
- The average of the whole leg area.
- Only the wash down or base fabric.
- Trims and embellishments.

## Need to measure and assess whole garments?

Talk to us about our Large Area Imaging (LAI) system, which enables you to:



- Visualise both the overall and relative colour difference
- Get accurate colour and appearance data, and do 'on-screen' approvals of submits
- The LAI allows assessment of many different denim samples for control of batch continuity and more reliable and effective shade sorting.

## Find out how DigiEye can help you

If you are looking for an effective way to view and measure the colour of your denim, choose DigiEye. Whether you have a specific problem to discuss or would like to know more about its benefits for your business, please contact us

**+44 (0) 116 284 7790**  
**sales@verivide.com**

We can arrange for you to talk to a lighting and colour measurement expert or send you more information. Alternatively, please visit our website.

**[www.verivide.com/digieye](http://www.verivide.com/digieye)**

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**See in Truth**



## DIGIEYE

The DigiEye System is a digital colour measurement and imaging system.

It was developed in response to market demand for a 'best practice' combination of lighting and visual assessment principles, together with non-contact instrumental measurement for quantifiable and objective quality control.



Using controlled, consistent and defined illumination conditions, DigiEye captures and measures product colour and appearance with an amazingly high resolution and great precision.

## VeriVide - Leading the way in colour assessment technology

If you are looking for world-class expertise, experience and supply chain knowledge, choose the reassurance of VeriVide.

For more than 40 years, we have provided leadership and innovation in colour assessment technology and proved our commitment to continuous product and service improvement.

Perhaps that is why we have such close working relationships with so many customers in so many industries. We would welcome the opportunity to work with you too.

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