

## colour measurement patterns & prints



### Total objectivity. Real consistency. Complete colour management.

Multi-coloured patterns and prints are increasingly popular in retail stores today.

They are very prominent in the apparel sector - the bold pattern and exciting floral designs in Ladieswear and striking T-shirts and swimwear for men. In Childrenswear departments are vibrant multi-coloured prints with fun spots, stripes and appealing images, many displaying the most recent movie, comic or television characters.

Likewise, patterns and prints are very evident in Homeware with home furnishings such as curtains, three piece suites, duvet covers and bedding and even fabrics for furnishings for the garden patio and conservatory.

Until now, the often multi-coloured and complex nature of patterns and prints has meant the quality control of production has had to be done on a purely visual basis.

This has inevitably resulted in issues around achieving colour consistency and attempting to overcome the limitations of subjectivity, potentially leading to delays, quality issues and the additional cost of not achieving conformance fast.

#### **But now there is an alternative...**

#### **For outstanding control, choose DigiEye**

Now you can achieve the objective instrumental assessment of patterns in context, with DigiEye's exciting non-contact colour and digital imaging system.

The DigiEye System's instrumental approach provides improved objectivity, consistency and enhanced quality levels, and can also result in a real competitive edge.

Furthermore, DigiEye provides an image as well as the numerical data, so you can visualise AND measure colour difference both individually and as part of a complex design in context.

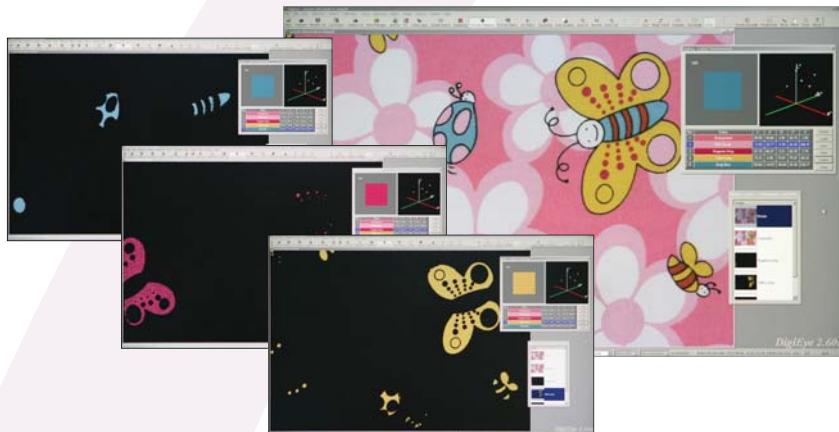
measuring the  
immeasurable

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## How can DigiEye work for you?

- A colour calibrated digital standard of the design is captured under controlled illumination within the DigiEye cube. Each colour element of the design can be quickly and easily separated in individual colour layers using filters. This enables an agreed standard for the design and its associated colours to be established.
- These individual colour layers also visually illustrate the amount and the location of the specific individual colours that have been measured within the sample, while you will have the supporting colorimetric data too. Because this data can be captured, it can be communicated to suppliers so they can produce samples and perform future QC checks against individual colours and the overall aspect of the colours in context.



- The images can be communicated electronically to the point of approval and decisions made on high definition colour calibrated monitors.
- DigiEye is also ideal when multi-coloured items are being coordinated with solid colour samples. So you can now achieve greater control with a pattern that includes trims, such as a solid colour on a collar to match a specific colour within a design, or a cushion to match one of the colours of a patterned settee.
- You can undertake digital sampling with DigiEye too, which can lead to significant time, cost, shipping and production efficiencies.

## Find out how DigiEye can help you

If you would like to talk to a lighting and colour measurement expert about the benefits of DigiEye for your business or would like us to send you more information, please contact us.

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Alternatively, please visit our website.

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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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