

colour measurement

coordinating sets



We can match your need for coordinating colour

With an increasingly demanding consumer, and a fiercely competitive retail sector, we understand how it is more important than ever to harmonise colour across different categories; thick towels, deep pile rugs and fluffy pedestal mats, plastic shower curtains and toothbrush holders, rubber bath mats, metal accessories and associated products all of which are merchandised together in store.

However, until now, effective colour harmonisation has been difficult to achieve due to the challenges associated with measuring and assessing the colour of the wide range of substrates involved.

For example:

- There has been no standardised viewing method for towels and rugs.
- The pile direction of towels affects the appearance of the colour, and has led to measurement accuracy and repeatability issues when assessed using a spectrophotometer.
- Only small areas of products such as towels or rugs have been measurable, which usually does not represent the overall perceived appearance of the whole item as seen by the consumer.
- With more open structures such as bath mats or rugs, results have been adversely affected by the shadow effect of the 'gaps' in the tufts.
- With their different shapes, curves and sizes, 2 and 3 dimensional objects have always been difficult to measure, both individually, and alongside their coordinating textile items.

Excellent colour coordination and consistency on these products with such diverse substrates can be a true indication of quality, and a real competitive differentiator.

So how do you achieve these?



measuring the
immeasurable

tel: +44 (0)116 284 7790

A powerful solution for harmonising colour

DigiEye's non-contact colour and digital imaging system captures and measures product colour and appearance with an amazingly high resolution and great precision.

Its approach provides unparalleled objectivity, consistency and enhanced quality levels, and can also result in real competitive differentiation. The measurement data is closely aligned with the colour your customers will see and is more accurate and repeatable than with a spectrophotometer, due to the larger selection area.

A wide range of benefits

You can visualise, measure and control colour consistency with DigiEye and it also provides an image to support the numerical data. This allows high quality visual assessment against an agreed standard.

- A simple, standardised sample presentation technique is used in the controlled illumination cabinet and sample selection is completed quickly and easily, using fixed rectangles for an effective, repeatable measurement technique.
- When it comes to pile and open construction fabrics, the tufts can be measured and assessed within DigiEye, as they are actually seen by end consumers. The system can capture colour data at the pixel level and its filters (which are stored as easily accessible templates) can be used to identify and exclude the shadows, or any other design detail such as stripes or motifs.
- The filters also work well for hard goods with their varying shapes, dimensions and surface effects. A particular area can be identified and measured, any detail excluded or included, and full product and range quality control ensured, to assess core areas of interest as the end consumer will see it.
- With DigiEye, virtual, on-screen prototypes can also be created, providing the opportunity for significant efficiencies in time, cost, shipping and production.

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.

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

Alternatively, please visit our website.

www.verivide.com/digieye

VeriVide Limited
Quartz Close,
Warrens Business Park,
Enderby, Leicester LE19 4SG,
United Kingdom

Tel: +44 (0) 116 284 7790
Fax: +44 (0) 116 284 7799

sales@verivide.com

www.verivide.com/digieye

VeriVide
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.

sales@verivide.com