

# ON THE MONEY

Datacolor measures success in the automotive and plastics industries

## Success story in Datacolor ENVISION™ for the automotive industry

To be able to measure up to the future rising challenges of color development for vehicle interiors, we embarked on a development project to explore the feasibility of using digital color development for surface materials in the process chain.



Our goal was to find a solution to reduce development time by 50%, and to significantly improve quality in terms of color matching for the various surface materials and lower costs.

Digital sampling is the name of the *state-of-the-art* solution. It makes it possible to predict production colors exactly on the screen. Digital color samples form the basis of a new, quick and economic form of communication in the color development process. A central requirement for this is technology to calibrate monitors precisely. This calibration, as carried out using the Datacolor ENVISION™ color communication system, which allows colors to be displayed on screen precisely using digital color data. Exact color reproduction on every calibrated monitor creates a more uniform environment for color assessment than is possible with physical samples. Each member of the supply chain can assess the digital color samples on his PC under identical conditions. Even the behavior of colors under different types of light can be simulated. This opens up new possibilities for matching the colors of different materials within the automobile manufacturer's supply chain. In the process of devising a workable overall solution

which meets the high aesthetic standards for color harmony in the vehicle interior, physical samples are not prepared until the final stage.

The Datacolor system met the time-saving goal of 50% of the previous color development system. This time saving is due to the fact that color loops, which depend on laboriously prepared physical samples, could be sharply reduced. Corrections could be made on screen at a very early stage of color development based on digitally transmitted data. The important issue of metamerism was taken into account. Verbal and risky color communication between



suppliers and the design team to assess physical samples has been replaced by precise digital color communication. The new digital process has greatly raised quality in color matching of different surface materials.

### About Datacolor

Datacolor is a global leader in color management solutions and color communication technology. The world's leading brands, manufacturers, creative professionals and consumers, have been choosing Datacolor's innovative technology and solutions to consistently achieve the right color for 37 years. A Swiss held company, Datacolor's global presence encompasses a sales, service and support network serving customers in more than 65 countries throughout Europe, the Americas and Asia, along with 13 worldwide operation and production facilities. Industries served include apparel and textile, paint and coatings, automotive, plastics, photography, home theater and others. For more information about Datacolor and its products or services, visit [www.datacolor.com](http://www.datacolor.com).

### Pioneer: Color Matching Success with Datacolor MATCH PIGMENT™

Pioneer Industries Co, Ltd specializes in injection molding and printing of packaging. Their main product lines are bowls, cups, fork and spoon, and trash cans. They also design and manufacture their own molds to remain flexible on manufacture of custom products as well as consumer products.



Their customer base is mainly from overseas (Europe and Middle East) with 70% of their production going to Export and the remaining 30% for the local Thai Market. They are currently planning to increase their supply to the local market.

Mr. Chainarong Sirisithinan, the factory manager gave the following interview:

*"In the past when customers needed new colors they would send a sample to us and we would then mix the colors visually which was time consuming and wasteful and required the presence of the Color Master to do the formulations.*

*Now we use the Datacolor's Color Matching system (Datacolor MATCH PIGMENT™ with Datacolor 650™) and with high accuracy of color matching we can get the right recipe within 3 shots (both of the matching from raw plastics and/or recycle). In 2005 we reduced 600 tons of waste, if we were talking about PS which cost us 1 USD per kilogram this means we saved USD 600,000 for last year, adding additional profit to the company.*

*For the after sale service, Color Expert has done a great job! They solved our problem very fast and immediately after calling. We are very satisfied in their service and support and, definitely, will introduce Color Expert and Datacolor to other companies in the market."*