Detroit Colour Council
September 19, 2017 – Detroit Colour Council

Color Communication

“A Synopsis of a Colour Adventure.”

John Darsey
Color Solutions International
Presentation Overview

- About Us
- History
- What We Do
- Color Communication Process
- CSI Benefits
- Contact Us
About DyStar – DyStar Group at a Glance

HEADQUARTERS
SINGAPORE

CEO
Eric Hopmann

VISION
To be the environmental and innovation leader in our chosen industries.

SHAREHOLDERS
Senda International Capital limited (subsidiary of Lonsen) (62,45 %)
Kiri Industries Ltd. (37,55 %)

2000
EMPLOYEES

14
PRODUCTION FACILITIES
12
COUNTRIES

1.000M
USD
Incl. Emerald Acquisition

REVENUE
CSI Locations

Charlotte NC
- Sales
- Production
- Distribution

Frankfurt Germany
- Sales
- Production

Shanghai China
- Sales
- Production

Dedicated DyStar Technical Support in all major production countries.
<table>
<thead>
<tr>
<th>Abercrombie &amp; Fitch</th>
<th>Chico’s</th>
<th>George</th>
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<tbody>
<tr>
<td>Adidas</td>
<td>Coach</td>
<td>GTM Sportwear</td>
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<td>Advansa</td>
<td>Converse</td>
<td>Gymboree</td>
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<td>Aeropostale</td>
<td>Columbia Sportswear</td>
<td>Hanes Brands</td>
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<td>American Eagle</td>
<td>David’s Bridal</td>
<td>Hauber Group</td>
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<td>Ann Taylor</td>
<td>DB Apparel</td>
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<td>K-Bird</td>
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<td>Bose</td>
<td>Fruit of the Loom</td>
<td>Kipling</td>
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<td>Brooks Sports</td>
<td>Gap</td>
<td>Lands End</td>
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<td>Cabella’s</td>
<td>Gap Outlet</td>
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<td>Cato</td>
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<td>Catherine’s</td>
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Our Clients – over 100 global Brands & Retailers

Lane Bryant  
LC Waikiki  
Lily Pulitzer  
Lucy  
Lululemon  
Majestic Athletic  
Marc Jacobs  
Marese SAS  
Maurices  
Mountain Hardware  
Moving Comfort  
Mexx  
Napapijri  
Nautica  
New Balance  
Nike Apparel  
Nike Footwear  
Nordstroms  
Old Navy  
Oysho  
Pottery Barn  
Puma  
Rafaela  
Reebok  
Russell  
Soma  
Southern Graphic  
Spanx  
The Children’s Place  
The North Face  
Tommy Hilfiger  
UnderArmour  
Uniqlo  
VF Brands  
VF Intimates  
Williamson Dickie  
White House Black Market  
WL Gore & Associates  
Zodiac Clothing Co.
Our Clients – Retailers

Colony Brands
Giordano
Home Depot
Lowes

Kohl’s
Macy’s
Marks and Spencer
Wal-Mart
DyStar Textile Services (DTS)
History and Business Development

- Founded by John Darsey in 1999
- Acquired by DyStar LP in 2002
- International expansion of business with new account growth in every year
- Our Customers include a mix of Retailers, Brands and Brand Managers
The Color Communication Journey
CSI Color Space
Color Communication
Color Starts With Design

Design

Standardize

Realization
Begin With The End in Mind

• Choose
• Verify
• Communicate
• Inspect
Design for Consistency

- Know exactly what you want.
- Make sure it is producible!
- Detail the design.
- Communicate what you want clearly and accurately to all on your team
Communicate for Consistency

- Tell your vendors what you want – Don’t make them guess.
- Show them what you want
- Cover all variables
- Inspect what you expect
Designing for consistency should include specification...

- Substrate
- Color
- Cut
- Fastness properties
- Dye combinations
Communicate for Consistency

How do you communicate for consistency?
Communicate for Consistency

How do you communicate for consistency?
Are you communicating to the right people in your supply chain?
Internal Supply Chain

• What does your internal supply chain look like?

• Who does color touch in your organization?

• How do you insure that everybody is looking at the same thing all the time?
When multiple swatches are required for a standard, make sure that each swatch is exactly like the original standard.

Your vendors can only match the swatch they receive.
Color Solutions International Product Portfolio

Customized Certified Color Standard
Standard Format
Communicate for Consistency

Your Standards should be…

- Certified
- Controlled
- Specific
- Informative
- Traceable
Color Solutions International Product Portfolio

Customized Certified Color Standard

Standard Format
Color Your Consumer Sees

The real question to ask oneself, very honestly is:

What's beneath the surface?
Control Your Standards

Make sure that you know who received your standards.

Do your vendors even have the standard for the color they are trying to match?

Is it current?

Is it in tolerance?
Informative Standards

Each swatch should contain at least:

- Your company name
- The year and season that it was intended for
- The substrate to be used
- The standard name or number
- Certification that it is within specified tolerances.
QC Screen

Standard Name 2 of 2

02CH0503826CO 09/2;
Date: 24-Sep-08 Time: 00:31:56

Std Inst Cond: %R LAV SCI UV 400 9604

Batch Name 16 of 18

2917500053
Date: 24-Sep-08 Time: 00:32:03

Batch Inst Cond: %R LAV SCI UV 400

CMC Commercial Factor = 0.50
CMC I = 2.00 CMC c = 1.00

Measure Batch

TL84 10 Deg 0.11 -0.24 0.13 -0.05 -0.27 0.25 Pass
A10 Deg 0.13 -0.08 0.08 -0.03 -0.10 0.09 Pass
D65 10 Deg 0.13 -0.22 0.11 -0.03 -0.25 0.18 Pass

CMC DE = 0.25
Pass
Strength 99.26
Specific Standards

Specific to:

- Substrate
- Season
- Department
- Purpose
- Quality parameters
Specifications should include everything that is important to you!
QC Process at CSI
The viewing conditions should always be defined

- **Presentation**
  - Geometry / Observing angle
  - Alignment

- **Environment**
  - Illuminant
  - Intensity
  - Surrounding colour
  - Eliminate / Minimize extraneous light
  - Temperature
  - Humidity
Multiple Substrates Same Color
The Color your consumer sees

- Repeatable
- Colorfast
- Environmental Impact
- (In) Constancy
- Chemistry
- Substrate or finish influence effects

Color Properties
Certified Color Standards

• Each ribbon is measured against the master qtx data to a tolerance of 0.50 DE CMC 2:1.
• If a new batch is dyed, it is QC’d to the same master qtx file so that colors remain consistent season after season.
• Each certified standard has a unique serial number that is recorded along with the actual QC evaluation.
• Serial numbers for shipped standards are traceable through the CSI website.
• Dye Formula contains globally available dyes
Digital vs Visual Evaluation

Digital
• Instrument is set up properly
• Digital is faster
• Digital is more consistent
• Communicate more information than the eye can see

Visual
• Different by individual
• Influenced by emotion
• Influenced by external stress or circumstances
• Effected by light source
Contact us

For more details visit us at
WWW.CSICOLORS.COM
Thank You!