



# News Release

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## **FOR IMMEDIATE RELEASE**

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### **SECRETS OF COLOR REVEALED!!** **COLOR MANAGEMENT WORKSHOP TO BE HELD** **SEPTEMBER 30 – OCTOBER 1**

**RESEARCH TRIANGLE PARK, N.C., USA, TUESDAY, SEPTEMBER 1, 2009**—If you are a member of the textile industry, and responsibility for color is anywhere in your job description, you'll want to attend the next **AATCC Color Management Workshop**. The workshop will take place September 30 – October 1 at the AATCC Technical Center in Research Triangle Park, N.C. USA.

Participants will learn basic color principles; how lighting affects color; what to consider when developing a color palette; and how these choices affect cost, fashion, durability, and dyeing reproducibility. They'll learn how to implement a digital color program with suppliers, how to organize and manage color data, color consistency from concept to production, and much more. The workshop is designed for merchandisers, retailers, manufacturers, product developers, color approval managers, specifiers, and designers.

Presentations include:

- Fundamentals of Color Theory and Measurement, **David Hinks**, North Carolina State University
- Cotton Incorporated – Fall/Winter 2010-2011 Trends, **Abigail Cook**, Cotton Incorporated

- Color Choice: A Balancing Act between the DNA of the Dye and Requirements, **Donna D. Faber**, JCPenney
- Describing Color Differences: How Good are Your Comments?, **Jamie Tyndall**, Gap Inc.
- Color Communication: Getting Your Message Across, **Roland L. Connelly Sr.**, X-Rite Inc.
- Supplier Conformance: Why Don't my Numbers Match Yours?, **Ken Butts**, Datacolor
- Tracking Color Performance, **Keith D. Hoover**, JCPenney
- A Real-World Case Study: Color Consistency from Concept to Production, **Sarah Kang**, Chico's

Break out sessions will focus on illumination and observer issues; sample analysis and measurement technique; creativity with trends and virtual development; what is color matching; production evaluation and control; and execution of accurate and precise computer color matching in lab and production.

Individuals registering on or before September 15 pay US\$999 (US\$669 for individual and corporate AATCC members), which includes luncheons, breaks, and a copy of all available papers. After September 15 the registration fee increases to US\$719 for AATCC members and US\$1049 for nonmembers. Refunds will be honored if cancellations are received on or before September 15, 2009. A US\$75 cancellation fee will be charged. Attendance is limited so early registration is encouraged.

Visit **[www.aatcc.org](http://www.aatcc.org)** to register and reserve your seat.

Overnight accommodations are available at the Sheraton Imperial Hotel, 4700 Emperor Blvd., Durham, N.C. USA, telephone +1 919 941 5050. Reservations should be made directly with the hotel and attendance at the AATCC program should be specified to receive the group rate of US\$129 single/double. Reservations must be made by September 8 to ensure room availability.

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**ABOUT AATCC:** *AATCC is the world's leading not-for-profit association serving textile professionals since 1921. AATCC, headquartered in Research Triangle Park, N.C., USA, provides test method development, quality control materials, and professional networking for members in about 60 countries throughout the world.*

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If you do not wish to receive information regarding AATCC activities, please send a message including your e-mail address to [thomass@aatcc.org](mailto:thomass@aatcc.org).