



News Release

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EXPLORE THE ROLE OF COLOR AT THE COLOR MANAGEMENT WORKSHOP

RESEARCH TRIANGLE PARK, N.C., USA, Monday, July 12, 2010—Explore the role of color on fabric at the AATCC Color Management Workshop, October 20-21.

Color plays an important role in consumers' purchasing decisions. Communicating color throughout the textile supply chain is imperative to get the color envisioned by the designer and demanded by the consumer.

Attend AATCC's Color Management Workshop, and hear world renowned color experts discuss color principles and the effect of lighting; factors to consider when developing your color palette and how these choices affect cost, fashion, durability, and dyeing reproducibility; how to implement a digital color program with your supplier; how to control shade from concept to production; and much more.

This workshop is designed for merchandisers, retailers, manufacturers, product developers, color approval managers, specifiers, and designers. Past participants have praised the workshop's "excellent real-world applications," and the speakers' "wide range of knowledge."

Presentations include:

- Fundamentals of Color Theory and Measurement; **David Hinks**, North Carolina State University
- Dye Selection for Desired Fastness Requirements; **Nelson E. Houser**, M. Dohmen USA
- Color Communication Best Practices; **Sandy Johnson**, Color Solutions International
- 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
- Integration: Bringing it All Together; **Jean Hoskin**, Macy's Merchandising Group
- 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 how to do the right color right.

Individuals registering on or before October 5 pay US\$669 for individual and corporate AATCC members (US\$999 for non-members). Registration includes luncheons, breaks, and a copy of all available papers. After October 5, 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 October 5, 2010. A US\$75 cancellation fee will be charged. Attendance is limited, so early registration is encouraged.

Details and registration online:

<https://www.aatcc.org/programs/workshops/colormgt.cfm>

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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