



News Release

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New AATCC *Color Guidebook* Available for Immediate Download

RESEARCH TRIANGLE PARK, N.C., USA, October 11, 2011— AATCC's eagerly-anticipated *Color Guidebook* is available for download for individuals or companies.

Getting color *just right* is a challenge! The AATCC *Color Guidebook* is the secret weapon to meeting that challenge and expertly managing the color supply chain.

The *Color Guidebook* explains possible problems with color control programs, and offers best practices for managing such programs. Chapters cover color order systems, colorants, textiles, instrumental measurement, visual assessment, fastness testing, and special topics like metamerism and fluorescence. In particular, the *Color Guidebook* addresses how variables related to the sample, light, or detector can affect the perception of color and cause confusion in the supply chain. The *Color Guidebook* also includes editable Appendices that may serve as an outline for developing your own organization's color evaluation and control program. The *Color Guidebook* was developed by color experts within the AATCC.

The *Color Guidebook* may be purchased online as an immediate download. Visit <http://members.aatcc.org> and click "Store." Search for *Item # 03004A* for an individual copy, or *#03004B* for a company-wide license.

A hardcopy version of the *Color Guidebook* will be available shortly.

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 its members around the world. Additional information is available at www.aatcc.org.*

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