



News Release

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Contact: Peggy Pickett, Director of Educational Programs

Phone +1 919 549 3533; Fax +1 919 549 8933

Email pickettp@aatcc.org

Explore the Role of Color at the Color Management Workshop

RESEARCH TRIANGLE PARK, N.C., USA, August 11, 2011— Explore the role of color on fabric at the AATCC Color Management Workshop, November 2-3.

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; **Sandra L. 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
- Managing Color on Multiple Textile Substrates; **Andrew Fraser**, Chico's
- Your World, Your Process: Applying What You Have Learned; **Jean Hoskin**, Macy's Merchandising Group

Breakout 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. Participants will have an opportunity to have their color questions answered during the presentations and breakout sessions.

Individuals registering on or before October 18 pay US\$699 for AATCC members (US\$999 for non-members). This includes luncheons, break refreshments, and a copy of all available papers. After October 18, the registration fee increases to US\$719 for AATCC members (US\$1049 for nonmembers). Refunds will be honored if cancellations are received on or before October 18, 2011. A US\$75 cancellation fee will be charged.

Details and registration: <http://www.aatcc.org/events/workshops/index.htm>

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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