



AATCC
P.O. Box 12215,
Research Triangle Park, NC 27709-2215



www.aatcc.org

Color Management

Begin with the End in Mind
Workshop

October 20-21, 2010



AATCC TECHNICAL CENTER
Research Triangle Park, NC USA



ABOUT THE PROGRAM

AATCC will conduct a Color Management Workshop October 20-21 at the AATCC Technical Center in Research Triangle Park, N.C. USA. Participants will hear world renowned color experts discuss color principles and the affect 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.

REGISTRATION INFO

Individuals registering on or before October 5 pay US\$999 (US\$669 for individual and corporate AATCC members) and will include 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. A US\$75 cancellation fee will be charged. Enrollment is limited so early registration is encouraged.

ACCOMMODATIONS

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 28 to ensure room availability.

HOW TO REGISTER

Fax registration form to +1 919 549 8933
Mail the registration form to AATCC, PO Box 12215, Research Triangle Park, NC 27709 USA
Online registration at www.aatcc.org
Inquires may be directed to Kim Nicholson at +1 919 549 3535.

WHO
should
attend

Color approval managers

Designers

Manufacturers

Merchandisers

Product developers

Retailers

Sourcers

Specifiers

Supply chain partners

Anyone for whom color of their product is important



PROGRAM

Wednesday, October 20, 2010

8:00 Welcome and Introduction to Workshop

Session 1: Fundamentals of Color Theory and Measurement

8:15 David Hinks, North Carolina State University

This session will address basic color principles and measurement, calculations of color difference, methods for assessment of color quality for samples (labdips) and production, measurement variability in digital color control and whiteness. Aspects of lighting in color, retail lighting and how it relates to color testing, best practices in choosing lighting/illuminants and visual color assessment will also be discussed.

9:45 Break

Session 2: Dye Selection for Desired Fastness Requirements

10:00 Nelson E. Houser, M. Dohmen USA

This presentation will explore the major dye classes and respective fibers with reference to performance issues such as shade, levelness, and colorfastness. The intent is for a better understanding of issues facing the wet processor and how important communications is between all involved in the process from "concept to consumer."

Session 3: Color Communication Best Practices

11:00 Sandy Johnson, Color Solutions International

Abstract Unavailable

12:00 Lunch

Session 4: Color Communication: Getting Your Message Across

1:00 Roland Connelly, X-Rite Inc.

This session will address the exchange of color data along the supply chain. Color data formats will be reviewed, methods of communication along the chain (email, web, and other methods of exchange), and will offer suggestions on how retail/apparel companies can get their suppliers involved in the digital process as a replacement for manual/physical processes. This session will also cover communication of other color related data such as image files. It will review benefits and limitations of rendering object colors on screen.

1:45 Introduction to Break Out Sessions

2:00 Break Out Session 1

Illumination and Observer Issues
Sample Analysis and Measurement Technique
Creativity with Trends and Virtual Development

3:00 Break

3:15 Break Out Session 2

Illumination and Observer Issues
Sample Analysis and Measurement Technique
Creativity with Trends and Virtual Development

4:15 Break Out Session 3

Illumination and Observer Issues
Sample Analysis and Measurement Technique
Creativity with Trends and Virtual Development

5:15 Questions and Wrap Up

5:30 Adjourn

Thursday, October 21, 2010

Session 5: Supplier Conformance: Why Don't My Numbers Match Yours?

8:00 Ken Butts, Datacolor

This session will focus on how to implement a digital color program with suppliers. The concepts of color guide-books, standard best practices in color measurement, communication, visual assessments, along with ideas on supplier certification/accreditation requirements will be covered. Also included is accreditation program successes (and challenges) and global color management. Factors that contribute to poor agreement in digital color exchange will be discussed - measurement technique, instrument variation, sample conditioning, and the human factor.

Session 6: Tracking Color Performance

8:55 Keith D. Hoover, JCPenney

This session will cover the organization/management of color data. It will be geared toward the lab manager as well as the vendor, buyer, and will offer ideas on how this large database of color information on color quality can be used to report on vendor performance, timelines, operator performance, measurements on efficiency in color testing, and some examples of how IT departments and managers can extract the data they need to compile these types of reports.

9:45 Break

Session 7: A Real-World Case Study: Color Consistency from Concept to Production

10:00 Sarah Kang, Chico's

Current economic times have enticed brands to decrease the amount of product styles but offer an assortment of color across multiple product categories. Now more than ever, companies are challenged to control shade from concept to production among many types of products.

This session applies the concepts of color management to a real world case study from color concept to production.

Session 8: Integration: Bringing it All Together

10:55 Jean Hoskin, Macy's Merchandising Group

This session will cover the integration of the color process into PLM systems. Topics for discussion include what the color manager needs to contribute to the decision making process in PLM design and development, such as process flow, procedures, roles and responsibilities, internal and external communication, reporting, and exception processes. Beginning with trend research through production QC, what elements are necessary to maximize efficiency of the product lifecycle.

11:40 Lunch

12:40 Break Out Session 4

What is Color Matching?
Production Evaluation and Control
How to Do the Right Color Right

1:40 Break Out Session 5

What is Color Matching?
Production Evaluation and Control
How to Do the Right Color Right

2:40 Break

3:00 Break Out Session 6

What is Color Matching?
Production Evaluation and Control
How to Do the Right Color Right

4:00 Questions and Wrap Up

4:30 Closing Remarks and Adjourn

BREAK OUT SESSIONS

Attendees will participate in break out sessions 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.

Color Management Workshop

October 20-21, 2010

REGISTRATION FORM

Name _____ Telephone _____ Fax _____

Company _____ Position _____

Mailing address _____ Street or Box _____ City _____ State _____ Zip Code _____

Name to be shown on badge _____ Email _____

REGISTRATION FEES:

On or Before Oct. 5	AATCC Member	US\$669	Nonmember	US\$999
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After Oct. 5	AATCC Member	US\$719	Nonmember	US\$1049
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Payment to be made by:

<input type="checkbox"/> Check	Card#
<input type="checkbox"/> MasterCard	Exp. Date
<input type="checkbox"/> VISA	Signature
<input type="checkbox"/> AMEX	Authorization

The registration fee must accompany application. Make checks payable to AATCC. Return registration form to AATCC Technical Center, PO Box 12215, Research Triangle Park, NC 27709-2215 USA. **Refunds will be made if cancellations are received on or before Oct. 5, 2010.** A US\$75 cancellation fee will be charged.