

News Release

For Immediate Release

AATCC to Conduct Color Management Workshop

RESEARCH TRIANGLE PARK, N.C., USA, April 3, 2018— Color plays an important role in a consumer's decision to purchase a particular product. In order to get the color envisioned by the designer and demanded by the consumer, the communication of color throughout the supply chain is imperative, especially in textiles items which contain many components.

Attend AATCC's Color Management Workshop being held August 15-16 at the Association's Technical Center in Research Triangle Park, NC, USA and hear world-renowned color experts discuss the following topics:

- Color Communication: Color Theory Basics—Roland L. Connelly, Sr., RoLyn Group Color Consultants
- Dye Selection for Desired Fastness Requirements—Nelson E. Houser, M. Dohmen USA.
- Color Communication: Best Practices—Sandy L. Johnson, Color Solutions International
- Understanding Whites and other Fluorescent Materials—Roland L. Connelly, Sr., RoLyn Group Color Consultants
- Color Tolerances in "Black and White"—Ann C. Laidlaw, ACL Color Consulting LLC
- Color and Lighting: Control, Efficiency, and Compliance—Ann C. Laidlaw, ACL Color Consulting LLC
- Supply Chain Conformance—Why Don't my Numbers Match Yours?—Ken R. Butts, Datacolor
- Matching Heather Fabrics—What Could Be Easier?—Keith D. Hoover, Black Swan Textiles LLC
- The Evolution and Revolution of Global Color Management—Carol T. Revels, Lands' End Inc.

This workshop is designed for merchandisers, retailers, manufacturers, product developers, color approval managers, specifiers, and designers.

Breakout sessions will focus on illumination and observer issues; sample analysis and measurement technique; implementing virtual development in a digital workflow; what is color formulation; production evaluation and control; and color control in the supply chain.

Individual and Corporate AATCC members registering on or before July 31 pay US\$750 (nonmembers pay US\$1119). Registration includes luncheons, the *AATCC Color Guidebook*, the *Textile Coloration for the Retail Supply Chain* book, and a copy of all available presentations.

After July 31, the registration fee increases to US\$800 for AATCC members and US\$1169 for nonmembers. Refunds will be honored if cancellations are received on or before July 31, 2018. No refunds will be given after July 31. A US\$75 cancellation fee will be charged. Attendance is limited so early registration is encouraged.

Visit www.aatcc.org/evnt/workshops/color/ for additional details or to register.

About AATCC: AATCC is the world's leading not-for-profit association serving textile professionals since 1921. AATCC, headquartered in Research Triangle Park, NC, USA, provides test method development, quality control materials, and professional networking for members in about 50 countries throughout the world.

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