



Exactly your chemistry.

Color competence in cooperation with Pantone
A SMART partnership for the textile market

Close to you

A perfect fit

Clariant, one of the world's largest and most environmentally friendly textile colorant producers, and Pantone Inc., creator of the only globally recognized color reference system, worked side by side to produce SMART, a new color management and specification system for designers, retailers and producers. SMART is an "off-the-shelf" color system, complementary to Clariant's existing customized color management service.

SMART streamlines the color development process and ensures a color product that can be exactly produced and delivered anywhere in the world.

Your benefits

- You get a perfect product: Thanks to Clariant's competence you get the PANTONE Colors you want, faster and easier than ever before. The SMART system speeds color development by at least 50%. Because it's simpler, it's faster and reduces your costs.
- You always get a perfect result because, using state-of-the-art technology, Clariant and Pantone developed each of the updated 1,925 system shades together, testing them on a variety of textile fabrics.
- Wherever you are in the world, you can be confident that what you want and what you get are identical.
- Identical because Clariant's global network of colorant and application technology specialists are available with supplies, technical advice and help, around the clock and around the globe.

The SMART color solution

- S SENSIBLE** – Consistent, reproducible color. Only Clariant provides you with the dyestuffs, the formulation and technical know-how to get the exact PANTONE Colors you want, colors that are based on the balanced use of visual and digital color evaluation.
- M MANAGEABLE** – Optimized color constancy. Use SMART to ensure a color is the same in varying light conditions.
- A ACCESSIBLE** – PANTONE SMART color swatch cards, a globally recognized and accepted system, use ecologically approved dyes and are readily available in 75 countries worldwide.
- R RELEVANT** – Colors are selected from the fashion and home marketplace so you can find the color which you are looking for. Plus, every few years new core shades are added, as well as colors that reflect market trends.
- T TOUGH** – Colors are durable because they're formulated to maximize colorfastness, lightfastness and durability to washing, dry cleaning and wear.



The SMART color management process



In today's world, inspiration is everywhere. The hardest part is turning that idea into reality. As color is one of the most important elements in product development today,



making sure it's right is critical to the success of any product line. So, starting with the right tools will enable you to maintain the integrity of the creative vision that will let your dreams become a reality.

No matter what textile materials you work with, we have what suits your needs. You can choose from 1,925 new SMART color swatch cards for home textile and apparel development.



Making certain a color is accurate is no longer an alternative. It is a requirement.



High-quality products and years of experience mean that Clariant delivers the best selection in color with the best recipes for shade replication and repeatability. So your job just got easier!

Managing the timeline of the color development process is crucial. Utilizing spectral data and dye recipes developed by Clariant for all PANTONE Colors will allow you to shorten the development of your color line.



Combining the ease of digital color with a PANTONE SMART color swatch card will prevent any compromise in your visual expectations.

Tired of too many lab dip submissions?



A technically sound color system means fewer lab dips and fewer lab dips means greater cost efficiency with faster turnaround for optimum on-time production. To get the lab dips even faster, you can call in Clariant's "in-plant" color-matching support.

Trust Clariant and Pantone to deliver a globally accepted color system. Our products are stocked for fast delivery in over 75 countries.



The Clariant/Pantone partnership offers a system that you can rely on for all of your design, technical and quality control needs.

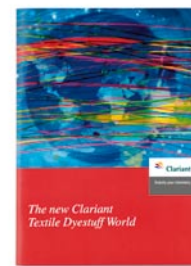
The SMART comprehensive global support

Global dye experts

Clariant's formulation and application experts help make your inspired color choice a production reality. And the Clariant/Pantone partnership offers color-matching support at your favorite mill or vendor.

Globally available dyes

Clariant's new, state-of-the-art Drimaren® HF reactive dyes range was used to match the Pantone system. That's why using a formulation directly from Clariant ensures the best match with the lowest metamerism in the shortest amount of time – saving money and time all at once.



The new Clariant Dye-stuff World booklet contains all Clariant dyestuff ranges (including Nylosan® and Foron®) newly simplified and with brief descriptions of application suitability.

www.MatchPantoneColors.com



Web-based support – just keystrokes away. You can reach us and ask formulation and production questions. Find Clariant global contacts or get the suggested starting formulations to match PANTONE Colors on any desired fabric.

PANTONE FASHION + HOME – a SMART new system

Changes in today's marketplace and findings from extensive market research have produced a restyled and reconfigured FASHION + HOME color system. The new

system provides maximum utility. It contains everything you require to make the best selection. It offers the latest technology in color for everyone's needs and budget.

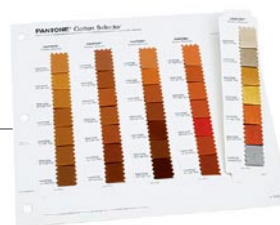
The SMART color swatch card

Individual, loose fabric swatches are available for all 1,925 colors



Cotton selector

The 1,925 colors are divided into groups of seven, mounted waterfall style on individual removable strips



Cotton planner

A convenient, bound, one-stop desktop reference containing all 1,925 dyed colors on 100% cotton chips



Cotton swatch files

This premier design tool contains removable 2" x 2" loose format cotton swatches of all 1,925 colors



Cotton passport

For those on the move, the compact, portable book displays our cotton color chips in a user-friendly accordion format



The Clariant/Pantone partnership offers a SMART solution in color development

- **Easy color development.** For everyone whose success hinges on an efficient and accurate color development workflow, the Clariant/Pantone partnership delivers a faster, more precise and technically sound end product anywhere in the world.
- **Catering to your needs and budget.** You can now select precisely the colors you want and get exactly those colors, anywhere in the world.
- **Global support.** Wherever you are you can rely on Clariant's global network of colorant and application technology specialists – any time, any place.
- **Reduce color development time and cost.** You save at least 50% in color development time, save money on lab tests and speed up the entire production process.
- **Improve first submission color approval.** Spectral data is available, so you can create a permanent digital library of color standards that will not fade or age, and send PANTONE Colors to your mill or vendor electronically.

Close to you

The textile market is hard fought. To successfully compete now, and in the future, you must be better in all areas: much quicker, more creative, more efficient.

That's where Clariant's Textile Business can help you. As an expert in specialty chemicals and dyes, we are your partner through every step in the textile processing chain: **Close to you. Any time. Any place.**

Whether textile mill, retailer or brand owner – we know what drives the market. We know your needs. And we deliver custom solutions that meet these demands exactly.

So your products are simply closer to what consumers want. After all, everyone's success depends on them.





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PANTONE Colors displayed here may not match PANTONE-identified standards.
Consult current PANTONE Color Publications for accurate color.

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