

## History

GretagMacbeth / Munsell have a long, established reputation for color technology expertise, stemming from its roots as Gretag AG, Macbeth Artificial Daylighting Company and the Munsell Color Company. Gretag AG initially specialized in electromechanical technology and lighting products, and later in color measurement and color checking technology. Macbeth developed the first lighting system to simulate daylight. Munsell brought clarity to color communication by establishing an orderly system for accurately identifying any color. From 1965 until GretagMacbeth was formed in 1997, there have been a series of strategic mergers and acquisitions contributing to the breadth of color management solutions offered. Significant acquisitions or mergers include:

- 1915** Macbeth Artificial Daylighting Company started in New York to provide daylight fixtures to retailers in New York City.
- 1918** The Munsell Color Company founded in Boston to supply color standards with Munsell notations.
- 1922** The Munsell Color Company moves from Boston to New York and continues to sell color books and charts, Munsell Crayons and high-grade tempera to artists and teachers for color instruction of school children.
- 1923** The Munsell Color Company relocates from NYC to Baltimore, MD.
- 1946** Gretag AG Established in Switzerland.
- 1955** Macbeth relocates to New Windsor, NY.
- 1965** Kollmorgen Instruments Corporation and Macbeth merge.
- 1970** Kollmorgen acquired the Munsell Color Company, the internationally recognized manufacturer of precise color standards.
- 1979** Gretag Color Control Systems became an independent profit center within Gretag AG, focused on color measurement and color quality control products.
- 1984** Gretag Color Control Systems produced the first portable spectrophotometer.
- 1989** Macbeth acquired a German-based manufacturer of spectrophotometer systems.
- 1997** The Gretag Color Control System Division of Gretag AG merges with the Macbeth division of Kollmorgen Instruments Corporation.
- 1998** Gretag Macbeth GmbH acquired LOGO Kommunikations, a developer of color management software.
- 1999** GretagMacbeth acquired Talia Tecnoequipe, a software company focused on the textile industry. Viptronic, a manufacturer of hand-held instrumentation was acquired by GretagMacbeth
- 2001** Gretag-Macbeth Holding AG becomes Amazys Holding AG
- 2003** GretagMacbeth announces acquisitions of Shelyn Inc., a textile software and applications provider and Sequel Imaging a graphic arts solutions provider.
- 2006** X-Rite, Incorporated acquires Amazys Holding AG and all its holdings.