The Color of Success

The food industry presents both challenges and opportunities. Color continues to play a significant role. X-Rite offers you the expertise and technology to make the most of your color opportunities...right from the start.

For more information, **visit xrite.com**.

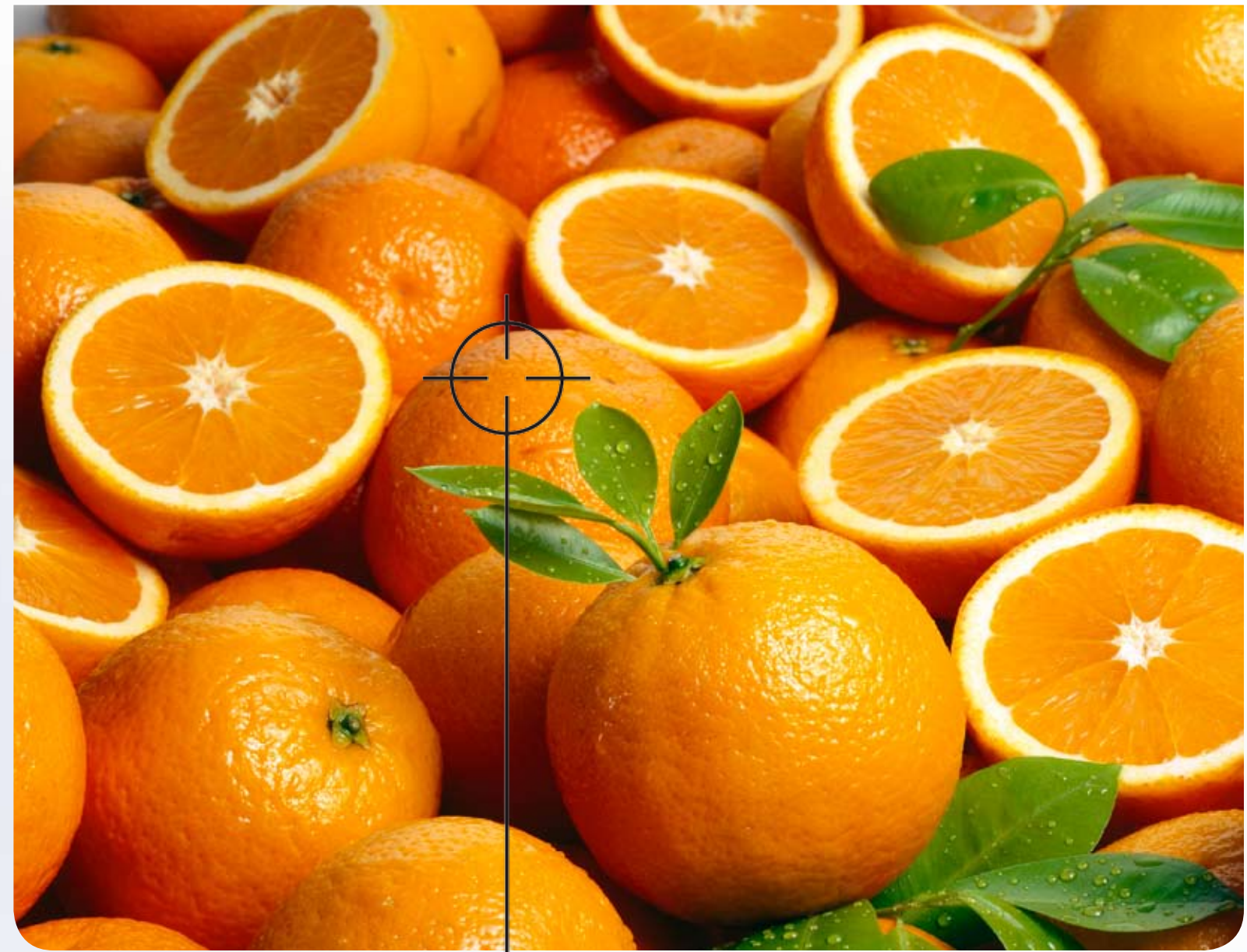Cie L*70.33 a* 36.11 b* 70.14

A Fresh Approach To Balancing Color

Solutions for food color analysis and verification

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Keeping Up Appearances

Color is a difference maker. Whether establishing a corporate identity, a brand, a new product, color illuminates, engages, and creates a memorable first impression that distinguishes your image or product from everyone else's. It is, for many, the defining element of your product and corporate personality.

Ensuring consistent color accuracy is one of the single most critical factors in maintaining market share. X-Rite is a global leader in quantitative color measurement and visual analysis. We pioneer innovative solutions that are scalable from a single location to a global, multi-facility enterprise. The results are improvements in productivity, time-to-market, and profitability.

X-Rite's product portfolio offers solutions that evaluate color accurately from incoming shipment to processing. X-Rite color communication tools contribute to: cost savings through reduced product waste, minimal production downtime, elimination of off-color product, seamless management of the color process through a global supply chain or multiple locations, and increased customer goodwill and satisfaction.

We pioneer innovative solutions that are scalable from a single location to a global, multi-facility enterprise.

Enjoy the Sweet Taste Of Success

Food is all about color. Think about how much time is spent on food photography. On food packaging. On food presentation. Think about how consumers view the foods they consume. Research studies show that a rich, vibrant color is an indicator of quality, of freshness, of taste. A brighter orange suggests better tasting orange juice. A brighter red indicates fresher tomatoes. Processed foods, dependent on image and brand loyalty, must maintain a consistent look and appearance every time. Easy enough said, but getting the color right consistently is a demanding task. Consider these key issues:

Multiple source uniformity: Raw food products may come from different locations, or from different suppliers, before becoming part of a supply chain. A precise color program ensures consistency and avoids costly mistakes.

Supplier consistency: Whether using a variety of vendors or a single source for raw foods, it is imperative that color is uniform. Colorimetric measurement provides the needed consistency to evaluate shipments and ensure color harmony.

Product evaluation: There are standards for every food product, and they can be measured with a reliable color system that meets regulatory requirements. The ability to consistently measure ripeness, degradation and decomposition contributes to gains in overall quality and efficiency.

Process control: How are food products handled? Stored? Packaged? Shipped? Each process involves factors that can influence product quality. Precise color analysis tools ensure that colors remain consistent regardless of application.

Color harmony: Are preservatives or other ingredients being added to raw product? What impact might these have on its appearance? Repeatable color measurement and precise process QA are critical to producing consistent, and consistently appealing, products. From cookies and cakes, to canned fruits and vegetables, consistent color is essential to product appeal.

Product development: Whether measuring for standard color or using natural or indirect color additives, a color evaluation system provides the needed control to streamline development and reduce time to market.