x-rite PANTONE®

CASE STUDY

Gul Ahmed Textile Mills Limited Delivers Accurate Color to Scandanavian Home Furnishings Brand Without Shipping Physical Samples

Industry:
Textile Mill

Location:
Pakistan

Originated:
1900s

Capacity:
10.5M meters/month

Gul Ahmed specializes in textile processing, yarn dyeing, knit processing, woven processing, fiber bleaching, and denim garment washing for global hospitals and hospitality, home, and apparel brands.

With a mission to deliver value to their stakeholders through innovative technology and to fulfill their social and environmental responsibilities, Gul Ahmed Textile Mills Limited puts integrity and quality at the forefront of everything they do.

As a supplier for an iconic Scandinavian soft good and home furnishings brand, Gul Ahmed Textile Mills Limited must match brand color expectations with every lab dip to ensure color accuracy throughout production and final delivery.

"PantoneLIVE, X-Rite Pantone's cloud-based color library solution, gives us one source of truth for color data and an efficient way to reproduce it on textiles for all our customers. It is the ideal platform to support a sustainable color communication and control process and helps our brands get to market faster."

Faisal Usmani
General Manager- Technical
Gul Ahmed Textile Mills Limited

Challenge

When Gul Ahmed Textile Mills Limited started working with the world's largest home furnishing and soft goods manufacturer, they did not use a color measurement device or software. They received a physical swatch or digital photo from the brand along with specifications in an email, and sent physical lab dips back to the brand for evaluation.

If color was not a match, they were directed to start again. This could take weeks just to get a color match, and contributed to the waste of the textile industry. It also led to mismatched color during manufacturing, and expensive rejects by the store.

This is a common challenge for textile dye houses, and one that can easily be overcome with the right solution.

Solution

Gul Ahmed Textile Mills Limited started working with X-Rite Pantone in 2019 when they purchased PantoneLIVE, NetProfiler, and Color iQC Professional to formulate and control the color of lab dips. Since the start of the collaboration, Gul Ahmed has been using X-Rite Pantone's end-to-end digital color suite to communicate and evaluate textile color digitally for a much faster approval workflow.

Here's how it works:

1. The brand creates a color specification document (CSD) to specify the spectral color data and communicates it to Gul Ahmed through Textile Color Hub.
2. Gul Ahmed uses the spectral data from PantoneLIVE and opens the .csd in Color iQC Professional to create an accurate color and lab dip.
3. Gul Ahmed measures the lab dip using a benchtop spectrophotometer like the Ci7800 on which NetProfiler® is installed* and creates a .csd from the closest lab dip to the brand tolerance specification.
4. Using Textile Color Hub, Gul Ahmed uploads this .csd back to the brand for approval.
5. The brand can instantly approve the lab dip and production can begin right away.

Textile Color Hub Helped Gul Ahmed:

- Decrease the lab dip approval process by 75% from an average of one month to just a few days.
- Reduce the number of physical lab dips from 10 or more to just 1.
- Move directly to production after the first submission instead of repeating the lab dip process 3 or more times.

"We used to waste a lot of time, money and resources creating and shipping lab dips to the brand for approval. With X-Rite Pantone's Textile Color Hub, our brand customers can digitally specify exactly what they want, and we can start production without back-and-forth corrections."

Fahmina Absar
Deputy Manager – R&D Lab
Gul Ahmed Textile Mills Limited

*NetProfiler is a unique in the textile industry because it ensures data integrity, accuracy, correlation, and repeat-ability between X-Rite benchtops as well as inter-instrument agreement with other brand spectrophotometers.

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