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Datacolor® introduces new Industry Guide for Paint and Coatings

New Datacolor® Painting and Coatings Industry Guide

Many industries need to accurately measure, communicate, and consistently reproduce colours. Effective colour management is important to business success for a number of reasons:

- ❖ Colour consistency is associated with high quality
- ❖ Colour can improve the safety and usability of products and environments
- ❖ Colour problems can create unnecessary production expenses and delays
- ❖ Colour management can help reduce environmental impact

In the new Datacolor® industry guide, the reader will find all they need to know about colour management and challenges in getting colour right. As an expert in paint and coatings for over 50 years now, Datacolor created this free guide for anyone who works with colour.

Please click on the buttons below to download the guide:

<Free Paint and Coatings Guide>

About Datacolor

Datacolor, a global leader in colour management solutions, provides software, instruments and services to assure accurate colour of materials, products, and images.

The world's leading brands, manufacturers, and creative professionals have used Datacolor's innovative solutions to consistently achieve the right colour for more than 50 years. The company provides sales, service, and support to over 100 countries throughout Europe, the Americas, and Asia. Industries served include textile and apparel, paint and coatings, automotive and plastics as well as photography, design and videography. For more information, visit: www.Datacolor.com

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