



/ MEDIA RELEASE

ARCHROMA RELEASES ITS COLOR ATLAS ONLINE LIBRARY FOR OPEN ACCESS IN DESIGN SOFTWARE FOR FASHION, APPAREL, AND TEXTILES

Pratteln, Switzerland, 20 July 2022 - Archroma, a global leader in specialty chemicals towards sustainable solutions, today announced that the 5'760 color references of its Color Atlas library will be available in ASE file format for open access to the users of most design software for fashion, apparel, and textiles. With this, designers and stylists are given open access to the largest library of colors for cotton and polyester.

ASE or .ase (for Adobe Swatch Exchange) files are used to upload, share and access colors through the swatch palette of design software such as Photoshop, Illustrator and most CAD (Computer-aided design) systems.

The Color Atlas by Archroma® was launched in 2016 to provide fashion designers and stylists with off-the-shelf color inspiration that can be implemented in production with just a few clicks.

The Color Atlas continues to evolve in line with Archroma's commitment to sustainability through innovation. The company describes its approach as "The Archroma Way to a sustainable world: safe, efficient, enhanced, it's our nature".

All color references available in the Color Atlas have been formulated with products that comply with leading international eco-standards, and can be selected based on the desired sustainability profile.

Each color from the Color Atlas by Archroma® is available for purchase from Archroma as a physical color standard that includes precise digital data and access to global dyeing technical support.

The Color Atlas library in ASE file can be downloaded here:
<https://www.archroma.com/tools-services/the-color-atlas-by-archroma>.

"We are proud to open our vast online collections of colors to brands, designers and mills, and thus help them create clothes and articles that are both desirable and sustainable," says Chris Hipps, Head of Color Management Services, at the Archroma Brand Studio. *"With the Color Atlas by Archroma®, they can finally dream of a color, find it quickly within their design software and then specify it with the confidence that their design intent will be executed swiftly and reliably in their global supply chains."*



Screen capture of the Color Atlas library in ASE file format available for open access in most design software. (Photo: Pexels x Archroma)

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/ About Archroma

Archroma is a global, diversified provider of specialty chemicals serving the branded and performance textiles, packaging and paper, and coatings, adhesives and sealants markets. Headquartered in Pratteln, Switzerland, Archroma operates in over 100 countries, with 2,800 employees located in 31 countries and with 25 production sites.

Archroma is passionate about delivering leading and innovative solutions, enhancing people's lives and respecting the planet. The company is committed to the principles of "The Archroma Way to a Sustainable World: Safe, Efficient, Enhanced. It's our nature!"; an approach reflected in its innovations, world-class quality standards, high service levels and cost-efficiency.

www.archroma.com.

/ About Archroma Color Management

Archroma Color Management provides innovative solutions to manage color standards and palettes along the whole textile chain for retailers, brands, vendors, and textile mills.

Archroma offers the required tools—through web-based software and customized services—for color searching, color matching, color standards, and the communication of seasonal color palettes. Archroma's goal is to help its customers achieve accurate color and accelerate their time to market with our tools, services, and support systems.

www.colormanagement.archroma.com.

This press release and relevant photography can be downloaded from www.PressReleaseFinder.com.