

THE ENGINEER'S BRIEF

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THE PERFECT COLOR MATCH

KEEPING COLORS CONSISTENT
FROM ORDER TO ORDER



color). This information along with a color sample is stored in a controlled environment for reference on all future productions. During the next production run, these records will be reviewed and a Delta E rating will be recorded. The Delta E is the difference in L*a*b* readings from run to run. VMS has color tolerances that are measured by acceptable Delta E readings. This insures consistency during manufacturing.

The Problem

Due to the increasing growth at a large midwestern health and fitness company, an additional product identification supplier was needed. Their product identity was paramount to the branding of their product. When producing a single decal, in most cases, the prints called for both a gloss and matte finish. The suppliers they contacted were unable to match colors and maintain accurate color consistency. In order to achieve this effect, VMS needed to use ink lines that had both types and were able to be matched to all their different housing.

The Solution

After VMS met with the customer, we were given a sample of their housing and sent it off to the color experts at Sericol, Inc. (our ink supplier). They successfully formulated the correct color and gloss of ink in their color laboratories. Our customer was delighted with the results.

At VMS we maintain the color consistency by using our spectrophotometer to measure and record the L*a*b* (this is the numerical value specific to each

The Result

VMS has formed a new partnership with this midwestern company. By working together with our customer and our supplier, we solved the color problems and are maintaining the color consistency from product line to product line. Also, by maintaining the list of all their colors, we are able to aid them in design, reduce pre-production approvals, and maintain short lead times. This has helped increase their brand visibility and their sales have continued to grow!!!

VMS Corporation is a leading manufacturer of pressure sensitive markings including Overlays, Decals, Nameplates, and Labels. If you wish to learn more, ask about our

**INTERACTIVE
BUSINESS CARD**

that will take you on a visual tour of VMS right at your desk!!!
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