



Digital color matching also benefits the environment

Aesch/Switzerland, October 2019: Everyone is talking about the climate – and that goes for the textile industry, too. As digitalization advances and new technologies emerge, the product development process is becoming more and more sustainable. Color matching is the only step that is often still a manual, time consuming process. Digital solutions offer tremendous optimization potential, with high 1st-Hit-Ratios that reduce production lead times by up to 6 weeks. In addition, CO₂ emissions can be significantly reduced because digitalization helps to match colors more accurately and precisely, rendering post-production color adjustments obsolete. It also eliminates the need to ship physical lap dips and production strike-offs by costly couriers. **nativic** will be providing more information on its color solutions at the Performance Days trade fair at Messe München, Hall C1, Booth Q 20.

"There are very clear advantages: In addition to greater sustainability and shorter production times, it is the uniform color values within a collection that speak most in favor of switching to digital color matching," says Christoph Bergmann, Senior Partner of Switzerland-based **nativic** AG. "But it does require everyone in the entire supply chain to rethink their practices."

Once companies decide to digitalize their color matching processes, **nativic** offers them not only expert software solutions, but also extensive support and training for the transition. Today, 9 of the top 20 US-based brands work with **nativic** systems. Three of the world's largest sportswear suppliers — namely adidas, Nike and Under Armour — are among **nativic**'s customers.

nativic's portfolio of product and services will be showcased at the Performance Days event on November 13 and 14 in Hall C.1, Booth Q 20. Christoph Bergmann will be giving in-depth presentations of the **nativic** systems (ColorWarehouse, ASAP and WhiteWarehouse) and services, using a number of real-life case studies.

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About

Aesch, Switzerland: **nativic** AG was founded in 2008 with a focus on technology for color development and execution along with consulting and certification services. The privately-owned company helps brands and suppliers optimize color production and management processes from development to ongoing production. With its Headquarters in Switzerland and offices in Germany, Taiwan, Hungary and the United States, **nativic** AG serves its customers nearly around the clock.

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