Datacolor® Color Lifecycle Management for Brands

Connect design, development, and production in one unified color platform

Color Lifecycle Management gives brands a centralized digital platform to manage every color request, approval, and evaluation from concept through bulk production. All information is stored with full context, allowing teams and suppliers to collaborate in real time, reduce physical samples, and deliver consistent color quality across materials, seasons, and global partners.

By linking Datacolor's market leading instruments and software with a modern collaboration interface, Color Lifecycle Management helps brands accelerate time to market while improving quality and sustainability.

Benefits

Faster development and reduced cost

Digital approvals remove bottlenecks and shorten development cycles. Brands can approve colors in days instead of weeks, which improves responsiveness to trend shifts. Clear, consistent digital communication reduces unnecessary iterations and lowers sampling and shipping costs by minimizing lab dips and repeat submissions. The result is a more efficient workflow with fewer delays and fewer physical materials.

Improved color quality and consistency

CLM keeps every stage aligned from Lab Dip to SMS to Bulk, giving teams complete visibility into the color lifecycle. Brands can cross check colors across multiple materials and suppliers, avoid unexpected shade variation, and ensure products meet the required quality standards. A single source of truth for tolerances, acceptance criteria, and instrument conditions helps suppliers execute with confidence and deliver more reliable results.

Stronger, more transparent supplier collaboration

By centralizing all requests, comments, updates, and specifications, CLM enables seamless communication between brands and their global supply chains. Suppliers gain access to accurate, up to date information without searching through emails or shared folders. This transparency strengthens partnerships, improves adherence to service level expectations, and reduces the time teams spend on inquiries or clarifications.

Data driven insights that enhance decision making

CLM provides the data needed to evaluate supplier performance, right-first-time rates, lead times, and feasibility trends. These insights empower brands to make informed sourcing decisions and identify opportunities for workflow improvements. With consistent metrics available over time, brands can track progress, guide strategic initiatives, and elevate overall product quality.

Sustainable and more responsible operations

Fewer sampling rounds, reduced rework, and fewer shipments all support sustainability goals. By minimizing physical materials and streamlining communication, CLM helps lower CO_2 emissions and reduces operational waste. The platform supports the move toward more efficient and environmentally conscious color development.

Software Features	
Color Requests management Submit request to your supply chain & Track progress	✓
Compare Target vs. Batches Customizable pass/fail determination rule	✓
Align Color across different stages End-to-end view from Lab Dip, SMS to Bulk production	Coming soon
Monitor Color Consistency across different materials and different suppliers Cross check of the same color across multiple materials	Coming soon
Analytics KPIs & insights (RFT performance, supplier's ranking, feasibility, etc..)	✓
Color Material Library & Link to Standard's palette Collect approved colors per material & new masters	Coming soon
Integrate with your existing PLM system Create requests and pull relevant product information	✓

For more information, please visit www.datacolor.com/colorlifecyclemanagement