

Datacolor® Color Lifecycle Management for Suppliers

Connect with every brand in one unified color platform



Color Lifecycle Management gives suppliers a single digital workspace to receive, manage, and respond to brand color requests with speed and confidence. Every request arrives with full context including standards, tolerances, instrument settings, and documentation, eliminating confusion and reducing rework. With clear digital communication, real time status tracking, and direct links to Datacolor instruments and applications, suppliers can deliver consistent results while improving operational efficiency and strengthening brand relationships.

By consolidating color development and production workflows into one platform, CLM helps suppliers reduce waste, streamline daily tasks, and elevate quality across every submission.

Benefits

More efficient operations and reduced workload

CLM centralizes all brand requests into a single inbox, removing the need to track emails, spreadsheets, or shared folders. Clear acceptance criteria allow suppliers to pre check work before submission, reducing the number of rounds and lowering the time spent on corrections. Automatic notifications eliminate follow up emails and free up time for production focused tasks. With fewer lab dips and fewer remeasurements, suppliers save time, reduce cost, and improve overall workflow efficiency.

Improved accuracy and greater color reliability

Suppliers gain complete clarity on color standards, tolerances, illuminants, and instrument conditions. This eliminates uncertainty about which version is correct and reduces the risk of using outdated or incorrect information. Consistent digital communication ensures better alignment with brand expectations and increases right-first-time performance across materials and stages from Lab Dip to Bulk.

Stronger brand partnerships and higher trust

Real-time visibility into the approval flow helps suppliers meet service level expectations with confidence. With all details stored in one place, partners no longer need to search for instructions or wait for clarifications. Transparent communication strengthens relationships and helps suppliers demonstrate reliability, quality, and responsiveness, increasing opportunities for repeat business.

Performance insights that support growth

CLM analytics provide suppliers with data to measure lead times, right-first-time rates, workload distribution, and conversion of color requests into production orders. These insights help teams identify bottlenecks, improve processes, and showcase performance improvements to brand partners. Data driven visibility empowers suppliers to differentiate their service and identify areas for operational investment.

More sustainable and responsible production

CLM reduces the need for physical samples, redundant rounds, and unnecessary rework. Fewer shipments help lower CO2 emissions, and digital collaboration minimizes the waste generated across development cycles. By improving accuracy and reducing iterations, suppliers can support sustainability goals while maintaining high quality output.

Software Features	
Color Requests management Submit readings & Track Approval flow	✓
Compare Target vs. Batches Pre-check acceptance criteria before submission	✓
Align Color across different stages End-to-end view from Lab Dip, SMS to Bulk production	Coming soon
Analytics KPIs & insights (RFT performance, supplier's ranking, feasibility, etc..)	✓
Color/Material/Recipe Library Collect approved colors per material & associate the recipe	Coming soon
Link to formulation software Seamless connect your existing Datacolor's applications	Coming soon

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