



datacolor 

The Importance of Color Formulation

Right first time is the ultimate goal

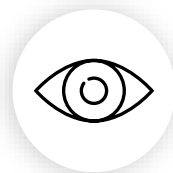
Why Is Manual Formulation So Difficult?

Whether you're adapting an existing recipe or developing a completely new color, manual color formulation is complex and time-consuming. Achieving a good color match can take a dozen or more attempts, due to:

- Dyestuff or pigment compatibility
- Substrate and process variations
- Color constancy and metamerism
- Human perception variability

With so many variables at play, it's easy to see how errors happen – and each one has a cost.

Join our webinars
to learn more



What do these errors mean for you?

The Impact of Getting Formulation Wrong

Getting color right isn't just a technical challenge – it's a business imperative. Multiple rounds of color correction can extend development cycles, increase operational costs, waste raw materials, and introduce quality inconsistencies across batches and products.

Color formulation is the part of the process where you can lose the most time – but it's also where the greatest efficiency gains can be made. All you need are the right tools.



**Delays, waste,
money loss**



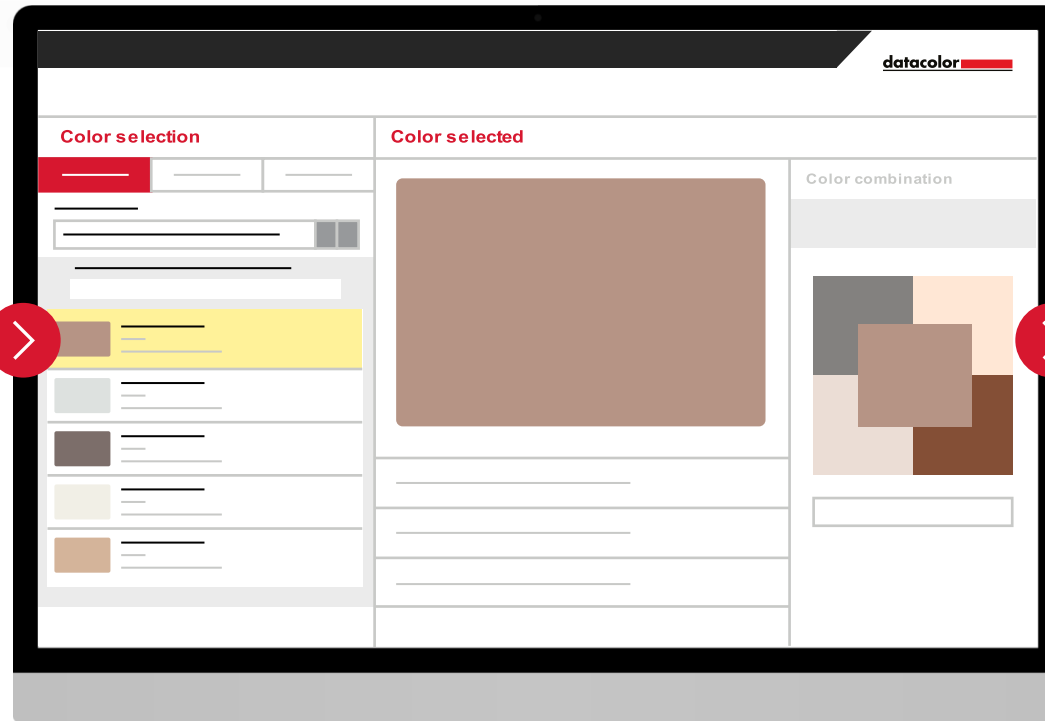
**So how do you get
colour right, every time?**

What Does Success Look Like?



Color formulation software uses algorithms to precisely develop and manage dye and pigment recipes.

It accounts for all variables that influence color and optimizing to your requirements.



This allows you to build a database of color accurate recipes with:

- economical use of raw materials
- reduced operational costs
- **and up to 50% faster formulation time**

Learn more about color formulation



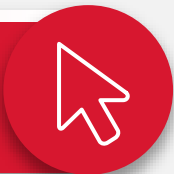
Impact on Sustainability

Color consistency errors have both economic and environmental repercussions. By getting recipes right faster, you can reduce material waste, energy use, production time, and overall operational costs.

It also enables you to select environmentally friendly raw materials from the start—avoiding those that are harmful or non-compliant with regulations.

And because formulation becomes more efficient, you can confidently incorporate recycled inputs while still ensuring consistent, high-quality color results.

Achieve sustainability success



Complete Color Workflow

Achieving a good color match is just the beginning. Just as important is the ability to store, share, and apply your color data efficiently, across your entire supply chain.

With built-in intelligence and analytics, color formulation software goes beyond recipe prediction – it supports the entire color workflow, transforming your journey from design to product launch.



Find out what's possible here



Teams can develop a recipe in one location, while another tests and approves it in real-time. This ensures **consistent color standards across materials, batches, and production environments** – helping you maximize profitability and accelerate time-to-market.

Color Formulation Starts Here

We offer a comprehensive range of software, utilized across various industries, using our own patented algorithms. Our team helps you find the right software and equipment combination to meet your specific needs.

Click the cursors to learn more about our software.



Why Color Control Matters

In today's fast-paced production environment, getting color formulation right first time plays a critical role in brand consistency, product quality, sustainability goals, and operational efficiency.

Visit our website to learn more about how Datacolor empowers companies across textiles, paints, coatings, cosmetics, packaging, automotive, inks, and plastics – **to get color right.**

Ready to Learn More?

Connect with a
color expert here

