



Color Sustainability

How to build a color workflow that's good for
your business, your people, and the planet.



What Is Color Sustainability?

At its core, color sustainability is about reducing the environmental footprint of your color process and doing it in a way that also impacts positively people and business.

Less waste, less energy, fewer emissions, and the ability to work with greener materials and eco-friendly substances in a way that can last. That's the main goal.



Eco

Social

Economic

How Can Your Color Management Process **Harm** Sustainability?

Excessive Attempts

Each failed formulation attempt means wasted raw materials, energy, water, human effort, time, etc.

The more attempts needed, the bigger your environmental and operational footprint.



Recycled Material Challenges

Recycled inputs often behave differently due to residual coloration and altered pigment interactions, making color accuracy harder to achieve without the right tools.

Not being able to fix this issue may move your company further from the usage of recycled material.



Restricted & Green Pigments

When certain substances become restricted or completely prohibited by regulators; or you aim to use only eco-friendly materials, formulating the perfect match can become significantly more complex.



How Can Your Color Management Process **Harm** Sustainability?

Batch Rejection

When a client rejects a batch, the waste is immediate: materials, energy, production time and money. Beyond the physical cost, it also strains business relationships and reputation.

Nothing is less sustainable than having batches rejected.



Waste Across the Chain

Physical shipments, mistinted paint, printed samples, lab swatches... The hidden waste of an inefficient color process adds up quickly across the supply chain.

You may not realize it, but the planet – and your business – do.

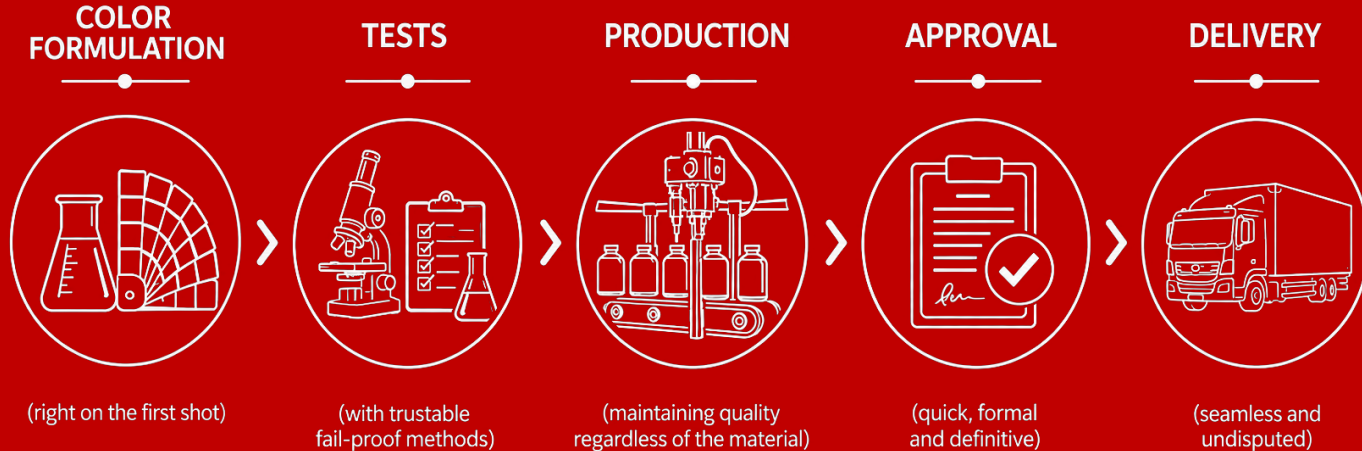


Cross-site Inconsistencies

When different facilities produce different results for the same standard, you generate rework, disputes, extra shipments, and loss of trust. All unsustainable by any measure.



So, What Does a Sustainable Color Workflow Look Like?



Color Formulation

The foundation of everything.

Color formulation software is your biggest lever for sustainability. Whether for precision, versatility, or speed, a good formulation stage is indispensable.



**Learn more about our color
formulation softwares**

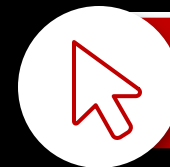
- Reaches target faster, reducing formulation attempts
- Finds alternative eco-friendly pigments and substances
- Adapts to recycled material variations with ease
- Builds a reusable recipe database
- Ensures regulation compliance from the start



Color Quality Control

Catch issues early. Waste less. Ship right.

Good instruments and a well-established process. That's what separates reactive from proactive color quality management.



Click to find instruments
with industry leading IIA

Instruments & Measurement Process

Calibrated, high-quality instruments inserted in clear tested processes ensure your measurements reflect objective reality, catching issues early in the production cycle and minimizing disagreements that come from subjective evaluation.

Tolerances & Achievable Targets

Setting realistic tolerances and targets is critical, especially for companies that are learning to work with recycled materials that behave differently. Quality is not negotiable, but it's important to decide rationally what deviations really impact it or not, so no batches are wasted unnecessarily.

Inter-Instrument Agreement (IIA)

When multiple sites or instruments are in play, IIA ensures everyone's numbers means the same. Without it, even objective approvals may vary, generating rejections and losses even in the most well aligned processes.

Digital Color Communication

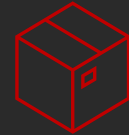
One standard. Everywhere. No room for interpretation.

When color standards travel as data rather than physical samples, everyone in the supply chain shares the exact same reference. No interpretation, no drift, no dispute. And no plane must fly for it...

- Reduces the need for physical reference samples
- Reduces shipping, packaging, and logistics waste
- Prevents disputes with suppliers and clients
- Ensures consistency across global teams and facilities
- Speeds up approvals and reduces time-to-market



**Global
Consistency**



**No Physical
Sampling**



**Faster
Approvals**



**Fewer
Disputes**

Data Management

Knowledge retained. Work protected. Trust preserved.

Without a structured data management approach, your organization risks losing the accumulated knowledge of years and repeating costly work from scratch every time someone leaves, gets absent or a client opens a dispute.

Avoid Rework

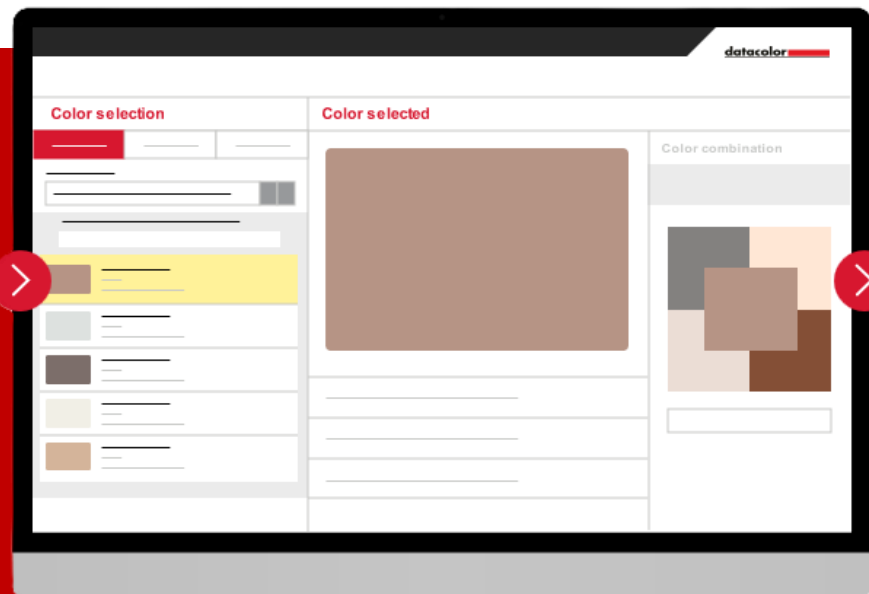
Store formulas, measurements, and approvals so previous work is never lost and never unnecessarily repeated.

Ensure Continuity

Recipes, QC results, and hand-offs are all documented. When team members change, the process doesn't break.

Resolve Disputes Faster

Traceable records of measurements, conditions, and approvals makes it easy to identify where (and if) a deviation occurred.



Expert Partnership

The pursue for a sustainable color workflow is not new in the industry, but for many companies it's still in its early stages.

That's why relying on an experienced partner like Datacolor can make a huge difference to achieve every goal in the least possible time and expending the least possible amount of resources.

The difference between a tool and a solution may be the support you get.



Training & Knowledge Transfer

Good training improves results and empowers teams to use the workflow effectively — so the investment in tools and people pays off.



Implementation Roadmaps

Realistic plans and timelines prevent big setbacks. A roadmap that accounts for your actual operations avoids costly mid-project surprises.



Eco-friendly Expertise

Meeting specific sustainability goals - from waste reduction to recycled materials usage - demands not only structure, but the knowledge to use it.



Problem-Solving Support

When issues arise, faster resolution means less waste, less downtime, and less stress — for your team and your relationships.

A Sustainable Color Process is Not Optional Anymore

Every aspect of your color process has a sustainability dimension. Environmental, social, and operational. Organizations that invest in the right workflow don't just reduce waste. They build stronger supplier relationships, protect their employees, deliver more consistently to their clients, and future-proof their operations.

Watch our Webinar with
SKZ and keep learning



Where do you start?

Sustainability looks different for every organization. The most effective first step is an honest diagnosis of where you are now and where you want to go.

Talk to a Datacolor expert and get a personalized assessment of your color workflow. Your current challenges, your sustainability goals, and the right path forward.

Ready to build a
sustainable
color process?

Connect with a
color expert [here](#)