ACCURACY
to the power of X
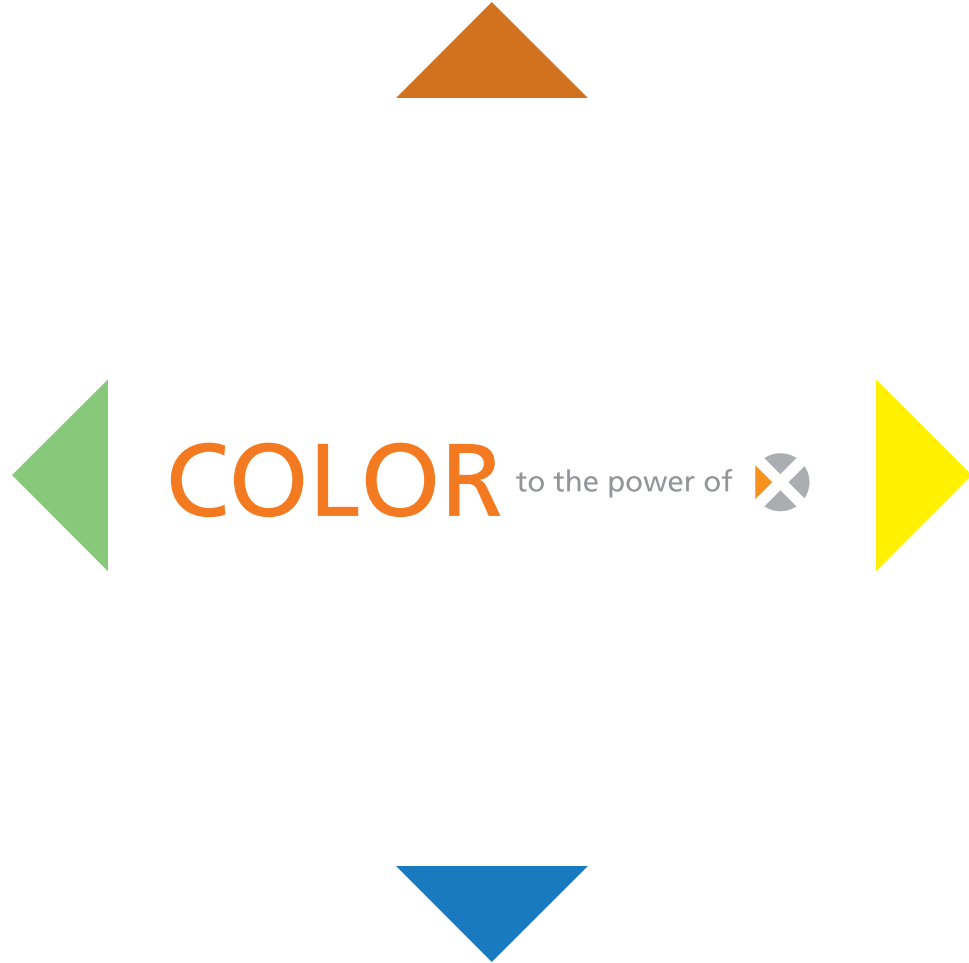
CIE L*57.93 a*13.77 b*37.98

PRECISION
to the power of X

COLOR to the power of X

IMAGINATION
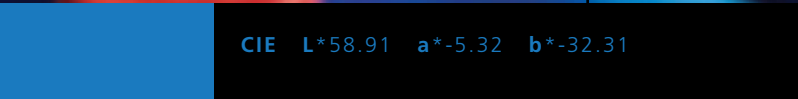to the power of X

CIE L*76.59 a*-25.51 b*40.41

CIE L*85.55 a*-7.02 b*75.55

CONSISTENCY
to the power of X

CIE   **L***58.91   **a***-5.32   **b***-32.31

CONSISTENCY
to the power of X

Reliable processes and best practices enable your supply chain and boost your bottom line

From plastic containers and automotive interiors, to plush custom seats, apparel and coatings, X-Rite delivers the consistency your supply chain needs to ensure efficiency, delight end users, and beat the competition. X-Rite is the color technology partner you can depend on to build your products — **and your brand.**

CIE   L*58.91   a*-5.32   b*-32.31

YOU to the power of ⊗

The power to put the
right color in the right place
— **every time**

We don't just sell technology. The X-Rite
team of marketing, engineering, sales,
and color science leaders deliver industry-
leading technologies and the best practice
processes you need to ensure precise
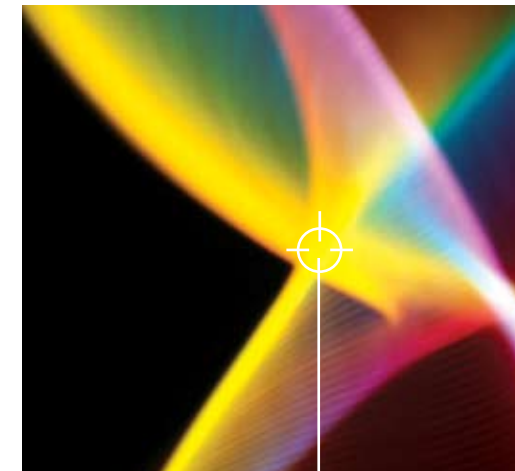color—every single time.

CIE   **L***76.59   **a***-25.51   **b***40.41

Dream in color
— and make it real with X-Rite

The future is bright—and wherever you see
your business going, X-Rite provides you
with a sustainable competitive advantage.
Our proven history of color technology
leadership and our commitment to
developing tomorrow's innovations make
X-Rite the partner you need to ensure
success for your existing products—and
develop the ones you are still dreaming up.

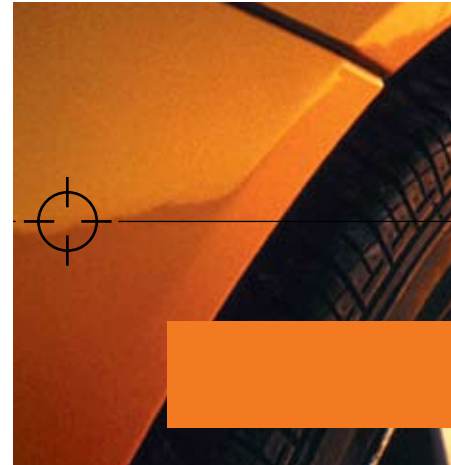CIE   **L***85.55   **a***-7.02   **b***75.55

ACCURACY
to the power of ✕

With accurate, dependable X-Rite color measurement technology, you can drive down errors and accelerate productivity.

X-Rite is the global leader in color measurement technology. Our solutions integrate software, hardware, and services to provide verification, communication, and management of color for any application or market where accuracy is critical. We serve an array of industrial color and appearance industries, including automotive, plastics, paint and coatings, textiles, and many others.

CIE **L***57.93 **a***13.77 **b***37.98