



GretagMacbeth partners with SpecialChem's matchmycolor.com to offer on-line color management and color communication solutions

Powered by SpecialChem

GretagMacbeth and SpecialChem are announcing today a partnership to offer extended on-line services in color management and color communication on matchmycolor.com.

Besides matchmycolor.com's existing services of on-line colormatching and color feasibility, the announced partnership will enable color professionals using inks, paints and plastics to access the following range of color services:

- Color Communication: GretagMacbeth's solutions ensure everyone is speaking the same color language
- Color Management: Accurate color reproduction throughout your process, whether you are involved in design or production!
- Munsell Color Standards: Choose color standards from the GretagMacbeth's Munsell Catalog and check their feasibility or get recipes to achieve them on your application
- Color Inspiration & creation: Create your own color palette with free access to Eye-One-Share solution at www.matchmycolor.com.

"We are very excited to start this collaboration with matchmycolor.com and join their unique color-dedicated platform" said Francesco Tomasello, VP Europe Sales Manager, at GretagMacbeth. GretagMacbeth's partnership with matchmycolor.com clearly shows our compromise and desire to continue providing solutions to help customers capture new market opportunities, launch new, truly differentiated products, and thrive in competitive, global markets.

"matchmycolor.com is proud to embark on this collaboration with GretagMacbeth", explains Christophe Cabarry, Founder and COO of SpecialChem S.A.. Over the past few years, GretagMacbeth has shown its ability to understand industry demands by using their own expertise and know-how in developing performance-enhancing solutions that meet complex customer expectations concerning color management. "Furthermore, adds Cabarry, we're convinced that the services developed with GretagMacbeth match with our aim of offering a one-stop-shop to help the global community of color professionals ease and accelerate their color developments."

To test the new capabilities of matchmycolor.com, color professionals are invited to visit WWW.MATCHMYCOLOR.COM

About matchmycolor.com

matchmycolor.com is an innovative, state of the art, service-based color management platform, managed by SpecialChem SA (Paris, France) accelerating color development whilst simultaneously reducing costs. Among its many services, matchmycolor.com offers real-time, on-line Color Feasibility checking, real-time, on-line Colormatching, on-line technical support from an industrial application expert and color sampling of engineered prototypes. matchmycolor.com is targeted at the entire color value chain, from OEM brands to Designers, Formulators and Converters and across industries. matchmycolor.com's partners include X-Rite, DuPont Titanium Technologies, Nelly Rodi TrendLab, Ciba Specialty Chemicals, and GretagMacbeth

About GretagMacbeth

GretagMacbeth is a worldwide technological leader of color management solutions for graphic arts, photography, digital imaging, paints, plastics, apparel, textile, automotive, and other industries. The company—part of Amazys Holding AG headquartered in Regensdorf, Switzerland—maintains offices

in the Americas, Europe and Asia. GretagMacbeth trains and supports customers worldwide and is an ISO-9001 certified company.

For additional information, call 845-565-7660 in the United States and Canada, +41 44 842 24 00 in Europe, or visit www.gretagmacbeth.com.