

Lectra and X-Rite/Pantone sign partnership agreement

To Deliver integrated Colour Technology for Enhanced Design Workflow and Seamless Colour Communication Lectra, a world leading company in integrated technology solutions dedicated to industries processing soft materials, announce the signature of a new partnership agreement with X-Rite, the world leader in colour management, measurement and communication technologies. X-Rite, and its subsidiary Pantone, develop, manufacture, market and support innovative colour solutions through measurement systems, software, colour standards and services. The aim is to provide fashion companies with a seamless solution for colour management. This partnership will enhance Lectra Fashion PLM, the specialised PLM solution for the fashion industry, Kaledo, the fashion and textile design suite, and Modaris 3D Fit, Lectra's 3D virtual prototyping application. X-Rite technologies that will be highlighted in Lectra solutions include ColourMunki, an all-in-one colour solution for selecting, creating and controlling new colours, Pantone's Fashion + Home colour references same as CxF (Colour Exchange Format), a file format designed to accurately and unambiguously communicate all commercially relevant aspects of colour across devices, applications and geographies.