

PANTONE Extends Plastic Standard Chips with Two New On-trend Collections

New collections offer inspiration, direction and standards for designing and specifying plastic products

CARLSTADT, N.J., March 20, 2012 – Pantone LLC, an X-Rite company (NASDAQ: XRIT) and the global authority on color and provider of professional color standards for the design industries, today announced two new PANTONE® Plastic Standard Chips Collections: **PANTONE Plastic Standard Chips Color Collection Volume 1** and **PANTONE VIEW inspiration for interiors 2013 design set**.

Developed using on-trend colors for product design and manufacturing; the PANTONE Plastic Standard Chips Color Collection Volume 1 contains 154 of Pantone's most sought-after colors. These include important selections from all major color families, key-trending neutrals, lustrous metallic and vibrant neons selected from the PANTONE PLUS SERIES and the PANTONE FASHION + HOME Color Systems. The PANTONE VIEW inspiration for interiors 2013 design set includes large-format plastic Chips in 73 forecasted colors from the recently announced PANTONE VIEW home + interiors 2013 forecast.

"Color consistency is essential to the product development process," said Giovanni Marra, director of corporate marketing at Pantone. "The new PANTONE Plastic Standard Chips Collections are matched to internationally recognized PANTONE Color Libraries, making the coordination across all materials simple and reliable. For example, PANTONE 17-1463 Tangerine Tango is the same for textiles or plastics."

PANTONE Plastic Standard Chips Color Collection Volume 1

The PANTONE Plastic Standard Chips Color Collection Volume 1 features 154 of the most desirable product design colors that are popular in various markets including toys, consumer electronics, home furnishings, appliances and accessories. Perfect for inspiration and quick production, this cost-effective set will save users more than 60 percent (or U.S. \$1,500) compared to the cost of individually purchased Chips. Attractively housed in a PANTONE UNIVERSE™ storage tin, the large-format polypropylene Chips enable precise color communication and color control in plastics throughout the development process.



PANTONE VIEW inspiration for interiors 2013/plastic standards and design set

Divided into nine key trend palettes that display visual inspiration and suggested color harmonies for 73 forecasted colors, the PANTONE VIEW inspiration for interiors 2013 design set includes a detachable, printed color card of each trend palette and CMYK values for each of the forecasted colors. The PANTONE VIEW inspiration for interiors/plastic standards is a Chips only set, which does not include the forecast book, and saves customers more than 50 percent (or U.S. \$600) compared to purchasing individual Chips. Both PANTONE VIEW inspiration for interiors 2013 sets are packaged in a PANTONE UNIVERSE storage tin and displayed by individual trend palettes.



PANTONE Plastic Standard Chips

With the ability to match all 3,400 standard PANTONE Colors in the PANTONE PLUS SERIES and PANTONE FASHION + HOME Color System Libraries, as well as custom colors, PANTONE Plastic Standard Chips provide designers across industries – from industrial and product design to fashion accessories and toys – with an internationally recognized color language for plastics. PANTONE Plastic Standard Chips are sold individually, and now as collections, making it possible for designers to send complete color specifications, along with their designs, to clients and manufacturers – increasing efficiencies, reducing costs and accelerating speed to market.

Created using polypropylene, a plastic that closely aligns with materials commonly used in production, PANTONE Plastic Standard Chips include both gloss and matte finishes in a large 3" by 1 7/8" format. These larger chips are tiered, ranging in thickness from 1mm to 2mm, making it easier to visualize, measure and match PANTONE Colors in plastic. A small hole in the upper left corner of the chip lets designers conveniently group palettes on rings. Individual Chips include PANTONE Color names and/or numbers along with the corresponding pigment formulations and spectral data information.

Pricing and Availability

The PANTONE Plastic Standard Chips Color Collection Volume 1 is U.S. \$950. The PANTONE VIEW inspiration for interiors 2013 design set, which includes the forecast book and Chips, is U.S. \$650. The PANTONE VIEW inspiration for interiors 2013/plastic standards, a Chips only set, is U.S. \$550. All Collections will be available for purchase March 26 online at www.pantone.com/plasticcollections, through PANTONE resellers worldwide, or by calling 888-PANTONE.

About Pantone

Pantone LLC, a wholly owned subsidiary of X-Rite, Incorporated, has been the world's color authority for nearly 50 years, providing design professionals with products and services for the colorful exploration and expression of creativity. Always a source for color inspiration, Pantone also offers paint and designer-inspired products and services for consumers. More information is available at www.pantone.com.

About X-Rite

(NASDAQ: XRIT) X-Rite is the global leader in color science and technology. The company, which now includes color industry leader Pantone, develops, manufactures, markets and supports innovative color solutions through measurement systems, software, color standards and services. X-Rite's expertise in inspiring, selecting, measuring, formulating, communicating and matching color helps users get color right the first time and every time, which translates to better quality and reduced costs. X-Rite serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles, dental and medical. For further information, please visit www.xrite.com.