SMART.

Technical Benefits

FASHION + HOME
A SMART new system.

Technical Benefits
As fashion and textiles evolve, so does the thinking at Pantone, Inc. Technical advancements in today’s marketplace have inspired us to redesign our PANTONE FASHION+HOME Color System so it works harder for you.

To help uphold consistency and accuracy of all 1,925 colors in our System, we formed a partnership with Clariant International Ltd., one of the world’s largest textile colorant and technical textile producers. Together, Pantone and Clariant are proud to introduce SMART formulation, the world’s first method of color creation designed with the fashion and home furnishings markets in mind.

MANAGEABLE (M) (Optimized Color Constancy)
Color constancy (or inconstancy) has become an important consideration in color development. Constancy can refer to how a color matches itself when lighting changes. For example, a color with high constancy would look very similar when viewed under D65, CWF, and TL84 light sources.

Constancy is different than metamerism, a term used to describe when two or more samples match under one lighting condition but do not match under another.

Though it is impossible to completely prevent color inconstancy, Pantone and Clariant expertly evaluate every dyestuff combination to minimize this affect.

ACCESSIBLE (A) (Readily available swatches created using globally available dyes.) PANTONE SMART color swatch cards are available in 75 countries worldwide. Our extensive distribution network guarantees that the perfect color is only a phone call away. Log onto www.pantone.com to find a dealer near you.

Pantone has also successfully balanced the use of visual and digital color evaluation to create a streamlined color development process that produces the same color every time. This critical change will help you maintain optimal color accuracy from initial design concept through each development stage.

Using the SMART principle, all colors have been reformulated for optimum batch-to-batch consistency, commercial reproduction and exceptional colorfastness properties.

To protect the color during storage and shipping, each SMART color swatch card is packaged airtight in a BHT-free UV protective pouch. We have improved our own manufacturing processes by ensuring all spectral readings are done in temperature and humidity conditioned environments, and our lab-to-production correlation is less than 0.5 ΔE CMC -2. Every dye lot is evaluated against the master digital standard and must pass both the digital and visual evaluation to become a PANTONE SMART color swatch card.

AS IF THEY WERE PRINTED AT THE MILL OR VENDOR LEVEL (T)
Through the SMART formulation process, Pantone and Clariant carefully selected dyestuff combinations for each color that provide excellent lightfastness, as well as durability to washing, dry cleaning and wear.

Each recipe was selected to meet the most relevant fastness requirements and customer expectations. In addition, Pantone is proud to offer online color matching services, in-plant technical support for color matching, and spectral data for each PANTONE Color to minimize the color development timeline.

PANTONE® and Clariant have formed a partnership with Clariant and Pantone to ensure your products are the right color for the season. This quickly translates into lower cost and a much faster development cycle.

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