

April 15, 1999

Dear Dyehouse Manager:

Have the promises of faster color matches through computer-based color matching systems been unattainable due to hefty up front costs? Would a substantial reduction in the initial investment make a system more obtainable?

We've developed a solution that will considerably cut the initial investment -- GretagMacbeth ProPalette[®] Silver color formulation and quality control system. The system, including software and a spectrophotometer, will help you:

- Improve initial color matches and reduce batch corrections
- Speed turnaround time on lab dips
- Improve batch-to-batch consistency

... all for a modest initial investment of under \$15,000!

What's more, this Windows-based system is easy to implement and addresses the needs of start-ups and smaller dyehouses. Its flexible database structure is part of a family of textile color formulation solutions making it easier for you to add functionality as your needs expand, while maintaining database compatibility.

In addition to software flexibility, the ColorEye 2180UV is part of a family of ColorEye instruments designed to provide the features you need and communicate color data consistently throughout a supply chain.

Call 1-877-459-6909 to obtain additional information about the powerful, yet economical ProPalette Silver color formulation/quality control system and receive our free *Color Makes the Difference* resource guide of products and services for color evaluation.

Sincerely,

Joan Damico
Marketing Services Manager

PS Remember to call now and receive your **free** *Color Makes the Difference* resource guide.