



# Global color evaluation services for consumer products

Color leaves a lasting impression for consumers, whether it's on a piece of clothing or a special product. However, color inconsistencies can diminish the overall quality of a product line for retailers and brands.

UL's full-service color evaluations can help provide color consistency of apparel, accessories, footwear, home textiles, hard goods and packaging for manufacturers, retailers and brands to meet consumers' expectations for color quality. UL's state-of-the-art laboratories in North America and Asia provide best-in-class color management solutions such as:

- Electronic color evaluations for both lab dips and bulk production (shade band)
- Physical color assessments for both lab dips and bulk production (shade band)
- Color matching for coordinating trims and components
- Design and aesthetic confirmations of product stylings (style confirmation)

Color assessments are recommended in the early stages of the supply chain to mitigate large scale disturbances later. However, we can provide color evaluation at any time, including merchandising at retail. Through UL's market surveillance program, we can survey products in the market and evaluate areas of concerns, such as color, to help retailers and brands protect the integrity of their products.



## U.S. retail market surveillance

UL can expedite sample pulls from U.S. retail stores for color-matching evaluations.

The program helps verify that products shipped to stores meet the same quality and specifications approved by retailers before shipment.

20+ sample pullers  
48-hour sample retrieval time  
180+ retail stores  
20+ states

## Visual and electronic assessments

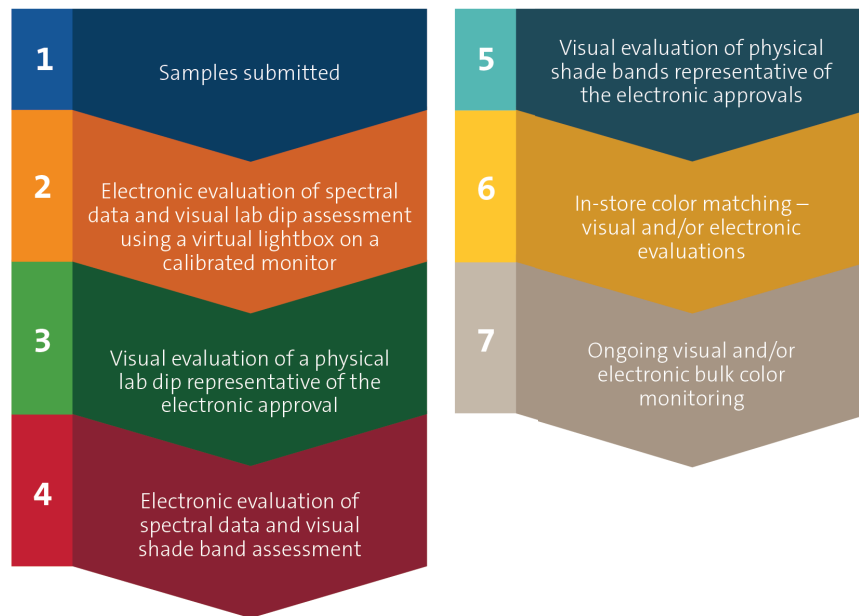
Visual color assessments are necessary when it comes to color analysis. They are conducted to identify noticeable inconsistencies between a sample's color and the standard color set by the retailer.

- UL's color laboratories are equipped with lightboxes for evaluating samples in an enclosed room painted in Munsell N7 Grey with no windows or ambient light in accordance with American Society for Testing and Materials (ASTM) standards.
- UL's color technicians all wear gray lab coats to limit any reflective interference or impact during testing.
- All of UL's color technicians must take the Farnsworth-Munsell 100 Hue Test twice a year and maintain a superior rating to be allowed to evaluate and validate samples.

Electronic color assessments provide a faster means of evaluating color. After a sample is received, a report can be issued within 24 hours. Color analyses are conducted using advanced color-control software and equipment, taking multiple measurements of the sample to help ensure the most accurate results.

## Color testing process

UL's color evaluations are completely customizable to meet the specific needs of retailers and brands based off of their business goals and objectives. Here is an example of one color testing process.



To learn more about UL's color management capabilities, please visit [CRS.UL.com](https://CRS.UL.com) or contact us at <https://CRS.UL.com/en/contact/>.



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