



## PRESS RELEASE



### Oh Young and Oriental Giant Select eWarna

#### *Leading Dyestuff Manufacturers Choose XDyes to Offer Recipe Formulation Services Online*

**Kuala Lumpur, Malaysia – March 17, 2004** – eWarna is pleased to announce Korea's leading dyestuff manufacturer Oh Young Industrial Co. Ltd (Oh Young) and Taiwan's Oriental Giant Dyes & Chemical Industry Corporation (OGD) have chosen XDyes to offer online color formulation services to their global customers.

XDyes, the world's first web-based recipe formulation tool, allows dye-houses to tap into the benefits of computerised color formulation. It allows dyers without any color physics software or a spectrophotometer to get an instantaneous first cut recipe using three simple steps:

- (1) Target Color – A user will select a color from an industry palette (eg. Pantone reference number) or upload a reflectance data into XDyes application
- (2) Process – The user will then choose a dye range and individual dyes for the required substrate and process to formulate the desired color; and
- (3) Illuminant – The user will specify up to three illuminants or light sources from a range of 17 to generate the desired color.

XDyes formulation engine will then automatically calculate all possible dye combinations based on the selected dyes and generate five best recipes with the least color difference (Delta E) to the selected target color. Recipes will be shown with their respective dye name, concentration level, metamerism index and Delta E value. XDyes also allows dyers to try a new formulation by clicking "Try another formulation" link and re-selecting the formulation criteria.

For dyes manufacturers and resellers, XDyes opens up new opportunities for potential customers to explore how different or new ranges of dyes will work for them. "We export our dyes to over 50 countries annually and as we continue to grow, we need a proven and reliable solution to manage recipe and dyestuff enquiries from our growing customer base in Korea and overseas," said K.K. Kim, Executive Director of Oh Young.

"eWarna has the experience in and knowledge of our complex business issues. With XDyes, we are able to service more customers instantly and at the same time, elevate our current customer services to a higher level," added Kim who expects to generate more sales enquiries from its website.

"We are extremely pleased to have Oh Young and Oriental Giant as our customers. XDyes's capability not only allow them to showcase their ranges of dyes to a broader user base, it also acts as a powerful sales tool that give them a distinctive edge over their competitions," said Richard Warburton, Vice President of Dyes Industry Sales. "Other than customization services, we also provide technical support in setting up dye loading data to help dyers generate good recipe formulation results. With XDyes, Oh Young and Oriental Giant will be able to leverage on our industry specific experience to help maintain their impressive growth," added Warburton.

Richard Lawn, CEO of eWarna said: "XDyes is breaking new ground in color formulation as recipe predictions for almost any target shade can be obtained instantaneously using a normal web browser. It's also environmentally friendly as it provides virtual recipes without any exploratory lab dyeing thus saving time, energy and costs".

XDyes is currently available in English, Simplified Chinese and Japanese. A demo version is available at <http://xdyes.ewarna.com>.

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#### **About Oh Young Industrial Co., Ltd**

Oh Young Industrial Co. Ltd is the leading dyestuff manufacturer in Korea with annual sales turnover of US\$69 million. It runs two factories in Moon-san and Shi-wah with a combined annual production capacity of 30,000 tons of reactive and dispersed dyes. More information on Oh Young and its products can be found at [www.onyoung.net](http://www.onyoung.net)

#### **About Oriental Giant Dyes & Chemical Industry Corporation**

Oriental Giant Dyes & Chemical Industry Corporation was established in 1977 with headquarters in Taipei and factory in Taoyuan County. More information on OGD can be found at [www.dfmq.com.tw](http://www.dfmq.com.tw)

#### **About eWarna**

eWarna is the leading developer of online color collaboration solutions for apparel and color critical industries with offices in United States, United Kingdom, Hong Kong, Shanghai, Philippines, Thailand and Malaysia. Its Internet-based colorimetric engine allows industries such as textiles, apparel, dyestuffs, paints, inks and plastics to accurately share color information across complex supply chains using precise reflectance data. Among the list of eWarna clients are Toys "R" Us, Disney, Isaco International Corporation and Li & Fung. More information on eWarna and its products can be found at [www.ewarna.com](http://www.ewarna.com).

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