

For Immediate Release

eWarna Expands Capability of Xmatch[®] Color Approval Solution, managing measurement differences, providing live trim color search.

Unveils New Tools at September Industry Events

eWarna will launch important new additions to Xmatch[™], the world's leading web-based color approval process management solution at the AATCC International Conference and Exhibition on September 9th and Material World on September 29th.

Trim Search: One of the reasons for the rapid market acceptance of Xmatch is its ability to serve a "middleman" role for agents and garment producers, the parties that sit between the specifiers who select colors and the mills who produce them in the color process. Middlemen have no need to measure color, only to work with other people's measurements. But once a specifier has approved a mill's color submission, it is usually the garment maker or buying house that sources the matching trim.

Now any Xmatch[™] user can simply click on any "digital swatch" available to them on their web browser and choose a "Trim Search" function. This new capability performs a precise color search of live and always up-to-date color libraries provided online via eWarna by a wide and growing range of global trim suppliers, from thread through zips to haberdashery.

Spectro Correlation. eWarna's new spectrophotometer (spectro) correlation features harnesses the natural advantages of a centralised web-based solution to address a major concern that can unnecessarily hold back adoption of digital color in the apparel supply chain.

The method is simple. Xmatch[™] is used principally to filter out bad lab dip submissions by enabling the buyer to reject bad dips on a web page. Up to 80% of lab dip submissions are typically well outside tolerance and eliminating them provides huge savings in lead-times. For final approval, most buyers still require a physical swatch once they are assured that it is well within tolerance. Xmatch[™] now offers the "Correlate" function on the web page where the buyer communicates the decision on the physical swatch. It prompts the buyer to re-measure the swatch on a spectrophotometer and automatically creates a link between that measurement and the one from the mill.

Over time Xmatch[™] builds up a database of these links, and live summary reports of the results can be viewed on demand. A buyer can view individual trends in measurement differences between his spectro and one other, or view summary reports of all spectros in his supply chain versus his own unit.

"This is not a correction feature on its own," says Richard Lawn, CEO of eWarna, "rather it follows our belief that the proper aim of digital color in the supply chain is to improve a very lengthy and wasteful physical process, by involving all players in a simple and cost effective manner, eliminating obvious wasted processes immediately and then working on the issues that remain." If a buyer can see that any differences between her measurements and those of a supplier stay within an acceptable range, then that gives the confidence needed to move further towards digital decision making. If the differences are unacceptable, then corrective measures can be taken. Most often the first step is better training in procedures and sample preparation. Alternatively there may be a need either for spectro profiling software, which is already available in the industry, or even for a spectro upgrade as a last resort.

"Both these new features are possible only because all our solutions are built on top of our open platform color engine, which can exchange data with almost any existing color software" continues Lawn. "Once the data and color functions are available in one central database, searching live color libraries or comparing historical measurements becomes simple to add. And means we can add many more useful functions as customers ask for them."

Demo screen shots at <http://www.ewarna.com/media/scrshots.html>

About eWarna

eWarna's 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. This color engine and its XML links allow full colorimetric functions to be built into the web-based workflow operations that eWarna and others build for color supply chains, as well as supporting eWarna's own range of color software applications. Current users include some of the largest textile and apparel companies in the world. A privately held company based in Malacca, Malaysia, eWarna has offices in Kuala Lumpur, Hong Kong, Shanghai, Thailand, India, Sri Lanka, the US and the UK, and representation in Australia, the Middle East and Eastern Europe. More information on eWarna and its products, including test drive details, can be found at www.ewarna.com.

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