



# COLORWERK TRAINING

*For Brand Owners & Designers by Siegwerk*

**ENABLING CUSTOMERS TO IMPROVE  
EFFICIENCY BY PROVIDING END-TO-END  
COLOR MANAGEMENT EDUCATION**

**Given the importance of color, there is a demand for consistent colors, and an expectation of a level of quality that must be met.** However, there are different levels of color know-how and competencies across the supply chain, as well as different tools for color matching and quality control from different vendors, for different stakeholders.

Siegwerk has identified a clear need for education and training in color management, in order to avoid issues such as delays in approval cycles, longer turnaround times, color variations, product-recalls, significant waste and additional cost.

## THE IMPORTANCE OF COLOR

- **As much as 90% of consumer purchase choice is based on color alone.**
- **More than 25% brand owners frequently encounter color inconsistency.**
- **Around 51% of brand owners find that color-related challenges cost the company \$50,000 per year or more.**

*Source: "The importance of color in packaging by Esko (2014)"*

Our Colorwerk course for Brand Owners and Designers provides training on everything you need to know, from the very basics of color specification, to color evaluation and management, as well as best practices and the latest innovations in the field.

## BENEFITS

- Clear communication and alignment around expectations with suppliers.
- Quicker time-to-market. Understand how to reduce approval cycles & turnaround times.
- Reduce color-quality issues. Recognize how to reduce product recalls, improve color consistency & reliability.
- Leverage color management to help achieve your sustainable packaging goals.
- Know how to meet consumer expectations.

**For more information, contact** [colorwerk@siegwerk.com](mailto:colorwerk@siegwerk.com)