



# STREAMLINE YOUR GLOBAL COLOR PROCESS.

From Design to Manufacturer  
to Finished Product.



# BRAND AND PRODUCT COLOR SUPPLY CHAIN MANAGEMENT

Coordinating brand and product colors across the global supply chain can be complex and unpredictable, making the process from design to finished product full of difficult challenges. These challenges often stem from the inability to generate, share, and access accurate data without delay, resulting in inconsistent products, longer time to market, and increased costs.

As the supply chain grows, executives and business decision makers are faced with increasing pressure to meet operational goals smarter and more efficiently. More output with fewer resources, higher quality with less rework. To gain competitive advantage and control brand and product colors with less waste and time, accurate data and seamless communication from design to manufacturer to finished product are required.

Konica Minolta Sensing solutions deliver accuracy and transparency across the supply chain,  
preventing errors and improving efficiency

At Konica Minolta Sensing, we understand the unique challenges faced when designing, specifying, producing, and inspecting color to ensure standards are met. Our innovative solutions link each stage of this color process together and drive supply chain excellence by enabling each department, facility, and supplier to communicate and perform more effectively. This approach utilizes our global team of experts and high performance technology, providing the insight, data, and transparency for making smarter, faster decisions.

Konica Minolta Sensing solutions enable brands and manufacturers to:

- Standardize across the global supply chain
- Coordinate color seamlessly from design to finished product
- Meet standards faster and more efficiently



## Why Konica Minolta Sensing?

The “Creation of New Value” for customers through performance, quality, knowledge, and service is the core philosophy behind the Konica Minolta brand. It is why we are regarded as a technological leader in color measurement and color control solutions by the world’s top brands and manufacturers. With thousands of customers globally, Konica Minolta Sensing has the proven track record of helping organizations efficiently meet product quality and operational goals.



## Performance

Increase productivity  
with more control and accuracy across the supply chain

Konica Minolta Sensing offers a comprehensive portfolio of high performance solutions for each unique application, empowering your organization and suppliers to deliver results quickly. These proven solutions include easy-to-use, advanced technology for accurately specifying, formulating, evaluating, and communicating color. With reliable equipment and the powerful Colibri software for enterprises, specifications and measurement data can be shared in real time, analyzed, and monitored from any location to eliminate costly errors and move from design to finished product faster.

## Quality

Keep operations running smooth  
with instruments that are crafted by hand and built to last

Recognized as the technological leader in color measurement and color control solutions, we're passionate about quality. Konica Minolta Sensing is an ISO 9001:2008 certified organization with state-of-the-art R&D facilities to drive innovation and continuously create new value for customers. Each instrument is hand assembled in Japan by a master technician and tested for performance, precision, and durability through a stringent quality control process. This craftsmanship assures that your equipment is built to the highest standard of excellence.

## Knowledge and Global Support

Meet goals consistently  
with guidance from the industry's leading experts

Konica Minolta Sensing has over 30 years of experience solving color challenges for the world's top brands and manufacturers. Through visits to thousands of customer facilities, we understand how to develop effective processes specific to each unique application and operational need. A strategic partnership with Konica Minolta Sensing gives you access to expert guidance and innovative solutions that produce accurate, consistent results. Our 25 regional offices and specialized distributors located around the world are readily available to help you and your suppliers harmonize the color process and drive meaningful business value.

## Service

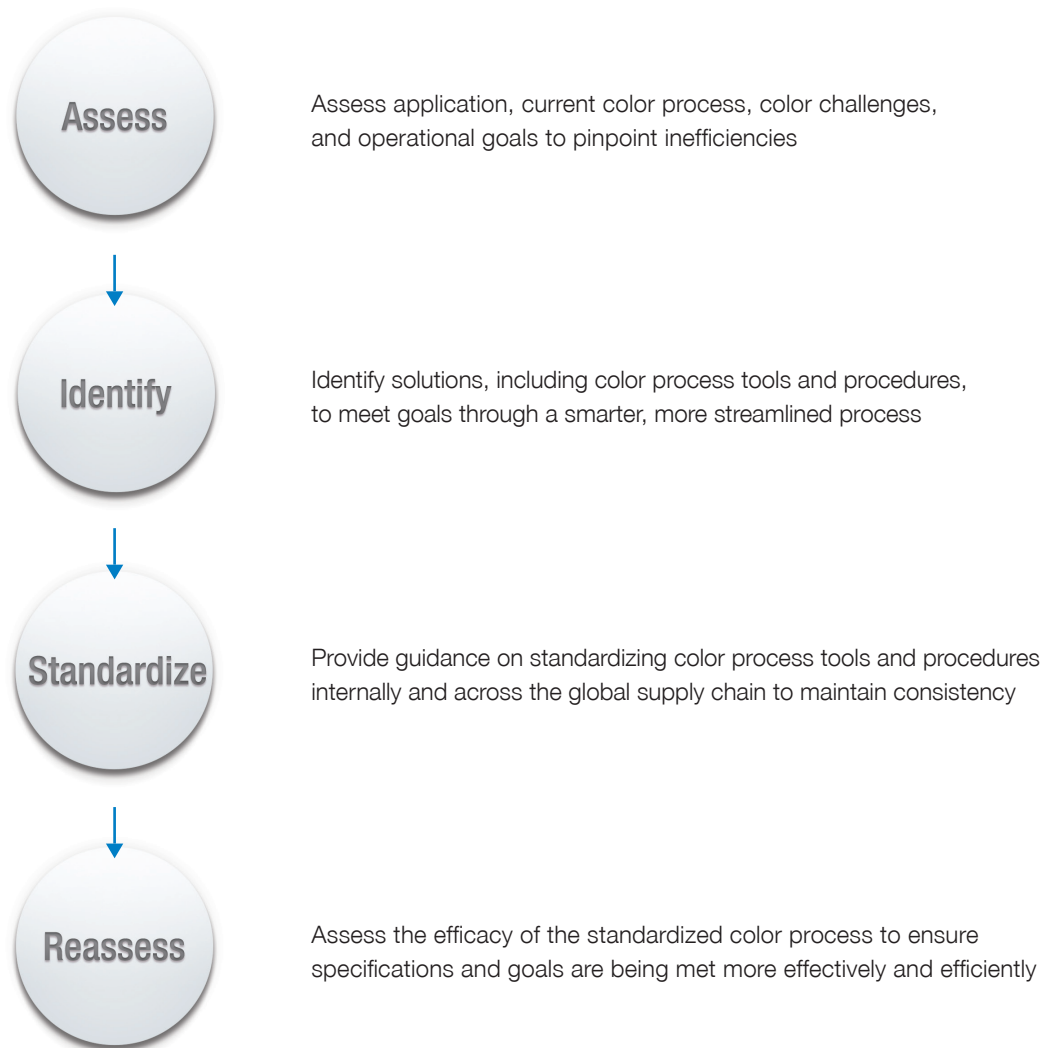
Maintain optimum equipment performance and traceability  
wherever your operations are based

It's always been our policy to provide best-in-class service. Located in over 25 countries around the world, our trained, factory-certified technicians provide fast, high quality services for customers globally. Konica Minolta Sensing's dedicated service technicians perform calibration, repair, and maintenance services to maintain the long lifespan and high accuracy of each instrument. With a range of quality services for support, you and your suppliers can continue to perform confidently and keep the workflow running smoothly.

- Factory-certified service technicians
- IQ OQ PQ verification and validation
- Instrument calibration traceable to national and international standard organizations
  - National Institute of Science & Technology (NIST)
  - National Physical Laboratories (NPL)
  - National Research Council (NRC)
  - Japanese Calibration Service System (JCSS)

## Standardize across the Global Supply Chain

To gain more control of your global color process and drive meaningful value, inefficiencies must be pinpointed and the right solutions identified. Through a comprehensive assessment process, our experts identify an effective approach to optimize and standardize your process internally and across the global supply chain.



After standardizing an effective color process, Konica Minolta Sensing experts help you and your suppliers leverage measurement and analysis data to identify and correct inefficiencies before they impact operations. With this, your process can be controlled to get the color you want for the finished product while producing the best economic value for your enterprise.

# CONTACT US TODAY



For more information on how Konica Minolta Sensing solutions can help you manage brand and product colors internally and across the supply chain more efficiently, please contact your nearest Konica Minolta facility.

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