

A Colourful Day : 09 August 2012

# Fundamentals of Colour


+ Evaluation to

communication in a global supply chain




0900~1800 09 Aug 2012  
COLOMBO • SRI LANKA  
Ramada Hotel Galle Face  
[cassims.org/conference2012](http://cassims.org/conference2012)

Please phone us for assistance:

 **REGISTRATIONS  
HOTLINE**  
+94 77 75 10 889  
+94 77 39 52 738

**TELEPHONE**  
+94 (11) 76 30 900

Send the completed  
Registration Form  
& Payment to:

 **FAX**  
+94 (11) 25 77 94 8

Pay Online: [ticketslk.com](http://ticketslk.com)

**@ EMAIL**  
[conference@cassims.org](mailto:conference@cassims.org)

 **ADDRESS**

69, Walukarama Road  
Colombo 003, SRI LANKA

## UPDATES:

Last opportunity to register at this very special and important learning event! *Please rush your forms to enrol for a very special COLOURFUL DAY.*

## NOTABLE SPEAKERS:

### Dr. Iris Mangelschots



President of Xrite AP, will be keynote speaker at the colour conference. A native of Belgium, Dr. Mangelschots holds a Ph.D. in physics from the University of Zurich, Switzerland and a Master of Sciences degree in Physics from Katholieke Universiteit Leuven, Belgium. She has a wealth of knowledge and know how in Colour, Media and Digital Imaging.

### Maryann Wong



Based in Hong Kong, Maryann joined Pantone in 2003. She plays an essential role in the business expansion of PANTONE® for fashion and home colour systems in the Asia Pacific region in her capacity as Director of Sales & Marketing – Fashion & Home. Maryann's exposure in the fashion business is comprehensive with key insights working for major brands such as Mexx, the Gap, and Armani

Exchange by Giorgio Armani, Vivienne Westwood, Krizia, United Colors of Benetton and, Sisley in eyewear. Maryann obtained her MBA at Hong Kong Polytechnic University.

### Patsy Hui

Patsy is an applications support manager based in Singapore, and has tremendous insight and understanding working with colour in real world situations together with customers. Her practical ability to work with on sight colour issues and understanding of daily colour concerns is invaluable when she explains the fundamentals of colour physics, and discusses a range of practical and insightful solutions for colour communication.

### Kenn Philips



Kenn Philips is product manager at Xrite in Michigan USA, and will provide a valuable insight into visual colour assessment and the process involved in standardising this critical evaluation processes in the global supply chain. He will also be introducing and launching a key product - the SPL QC, for the first time in South Asia.

Following the success of forums around the world Cassims International together with partners Xrite, / Gretag Macbeth & Pantone are pleased to organize a day on fundamentals of colour, aimed at providing an in depth & comprehensive training on colour physics applicable to our daily work from evaluation, measurement, design, to formulation, application & communication.

The event will also showcase the Sri Lanka launch of innovative & exciting products that will be certainly changing the future of both visual evaluation and digital colour communication in Sri Lanka's colouration industry.

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**Fundamentals of colour +**  
**Evaluation to communication**  
**in a global supply chain**



**Xrite and Pantone are recognized global leaders in colour forecasting, design, measurement, and communication.**



Key speakers and trainers flying in from the USA and around Asia will speak on key facets of colour, educating participants on the theoretical and practical aspects of colour and tools now affordably available to solve the needs in the colouration industry.



Experienced colour technologists would find new products and tools as well as real interactions with experts who are certain to enlighten your knowledge of colour physics further.

**Objectives:** This programme will provide knowledge of colourimetry and color control (visual and digital color communication, colour quality assurance, reproducibility and colour consistency)



Opportunities for hands on training on new generation products including the Sri Lanka launch of the Spectralight QC viewing booth and many more bench-top and hand held colour measurement instruments on display.

**Audience:** Anyone concerned with colour. [**Beginners to Intermediate** with critical insights also for **Advanced** Colourists in decision making]

*Senior or Advanced* colour technologists may also consider our open event for one on one interactions over tea after the main conference event.

Designers (Fashion, Architectural, Imaging, Print), Quality Managers, Dyers, Colourists, Stylists, Specifiers, Marketers, or those creatively inclined..

This training is open to all sectors but is particularly suited to the needs of industries in fashion, textile, paint & leather. Also invaluable for print, packaging, media, architectural and imaging applications.

## registration form

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### Please Complete:

**title** Mr. / Ms / Mrs / other:

**last name**

**first names**

**designation**

**company name**

**address street**

**address city/postcode**

**email address:**

**telephone no:**

**mobile no:**

**Participant** →

**Company** →

**09 August 2012 : 09:00 ~ 16:15**

**Registration Compulsory**

The full day conference fee includes breakfast pastries, lunch, and refreshments

**fee Rs 3900 - [ ]**

**to register:**

please complete this form.

payment in advance is essential for participation

make payment online: [http://www.ticketslk.com/events/view/a\\_colourful\\_day](http://www.ticketslk.com/events/view/a_colourful_day)

**09 August 2012 : 16:30 ~ 18:00**

**Prior Registration not compulsory but we would be grateful for your RSVP**

open event from 16.30 / 4.30pm onwards requires no registration and is free for private meetings with the colour experts and guest speakers.  
previews & demonstrations of new developments in colour control industry.

[ ] I Will Attend

[ ] My Colleagues (No. \_\_\_\_\_) will attend

- A) Management / Head of Supply Chain / Senior Technologist
- B) Merchandising / Marketing / Designer / Stylist
- C) R&D Managers, Dye house managers, Colourists
- D) Colour technicians + Quality Assurances Executive
- E) Education Related / University
- F) Other ( Please Specify \_\_\_\_\_ )

- 1) Buying office / Brand Owner
- 2) Textiles / Dye House
- 3) Apparel Company
- 4) Education / University
- 5) Accessories / Print / Packaging / Graphics / Imaging / Paint