

## **PRESS RELEASE**

### **Digital Textile Connection in the Assyst booth A color revolution for the apparel industry**

*Frankfurt, 14.05.2019* **Digitalization is not a topic for the future – we're in the throes of a digital transition today! The Digital Textile Connection will be showing how the technologies of leading companies can be combined into one seamless process, creating advantages for the industry.**

The *Digital Textile Connection* will share Assyst's Texprocess booth for the first time. The collaboration with the companies Color Digital, DMI, Eizo, Epson, Peter Buedel Accessoires and X-Rite Pantone will show how the technologies of the individual companies can interact perfectly to contribute to optimal color imagery along the entire clothing development and production process. "The correct transfer of color values through various work steps from the design stage to the finished product is one of the greatest challenges in producing a collection," says Dr. Andreas Seidl, CEO of Assyst GmbH. "3D is much more than a design tool – it opens up a wide range of possibilities for the apparel industry, and that's what we intend to demonstrate together at the Texprocess."

For the first time, it's now possible to define colors in a unique code that is completely independent of the material, the individual perception and the medium on which it is viewed. Commonplace procedures in the early phase of product development are hugely simplified, accelerating processes right from the start. Let's say that a designer photographs a flower the color of which inspires him. He wants to integrate that *exact* shade into the new collection. In the past, this meant multiple adjustments until the shade was determined – then it was tested in each further process step to have the end product approximate the original idea as closely as possible. Now, thanks to the consistent harnessing of the potential offered by the latest technologies, the digital code of the color is now bindingly defined, is available to all parties at any time and can be reliably retained across the different stages of garment product development.

## **Digital Textile Connection, at the Assyst booth C21 in Hall 4.0!**

### About Assyst

Digital is now! Based in Aschheim-Dornach near Munich, the Assyst company shapes digital work in the industry with its products and solutions and is regarded as a reliable and experienced partner for the digitalization of the industry. Assyst solutions make it possible to develop products in line with customer and market requirements, quickly and cost-effectively. The company covers the entire process chain, from design to the store. Assyst is globally active, with around 120 employees at its Munich & Milan sites and partners in many other countries.

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