

TRANSCRIPT

Article from St Michael News April 1981

MICRO-CHIP BRINGS COLOUR BREAKTHROUGH

A NEW breakthrough in colour matching and colour control has already saved the company £½m through improved efficiency since being installed – and it's all thanks to the micro-chip.

A computer now installed in head office, measures the colour of the sample of fabric and this information is then used to compare any future samples of fabric in that range or a colour related range.

The standard for each colour in the M&S palette is then accessible at the touch of a button, for a comparison which the human eye could never equal.

The complete system, including the program which is supplied by Instrumental Colour Systems of Newbury, Berks costs about £35,000. Already several suppliers here and abroad have installed it in their factories and other intend to do so after seeing demonstratings of its capabilities by a relevant technologist at head office last month.

Stimulated

The need for a fast and accurate system was stimulated in 1977 by men's suits where, because M&S sells jackets and trousers separately, it was essential to have true colour matching.

Paul Taylor, a senior colour technologist in central textile technology, explained: "As the demand for suits rose we could no longer rely on the human eye for colour matching."

Since then the scheme has been developed. It is used to eliminate colour variation in men's leisure shirts – matching collars with bodies; knitwear and ladies dressing gowns; and serves as a central reference point on colour for anyone in the company.

"This new approach will ease the development of complimentary colour ranges for garments used for a colour related selling theme, and cut down the time of preparation this normally entails" said Ismar Glasman.

Image Caption

Paul Taylor, centre, and Ismar Glasman, left, demonstrate the new computerised colour system.