

# ASCENTIAL

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## **Ascential plc**

### **Ascential and CTIC launch Coloro® product**

- *New product launched with Ascential's China Joint Venture partner China Textile Information Center -*
- *3D Coloro system will enable fashion and textile professionals to realise their creative potential -*

London: Ascential plc (LSE: ASCL.L), the global, business-to-business media company with a focused portfolio of market-leading events and information services brands, today announced the launch of Coloro: a new product created in partnership with China Textile Information Center (CTIC).

Coloro is a 3D system which defines colour based on a distinct 7-digit code representing the point where Hue, Lightness and Chroma intersect. By using logical codes and intuitive design it will enable fashion and textile professionals who already rely on WGSN insights to plan their product pipelines to get the precise and optimum colour for those products, as they design them: easily, accurately, first time around.

Of the potential 1.6 million colours available, 3,500 have been selected for showcase in the Coloro products. This selection has been based on input from trend forecasters at WGSN, Ascential's wholly-owned global trend authority, colour experts at CTIC, and around 80 leading industry experts.

Coloro will be offered to Ascential's customers across the global creative industry, including existing clients of WGSN. The Coloro products, including a Lookbook, Codebook, polyswatches, polymatches, and a Toolbox, are offered on a one-off purchase basis.

Hu Song, Vice President of CTIC, said: "CTIC has invested more than 20 years of deep colour analysis, leading to the development of this unrivalled colour coding system that will open a new level of confidence to brands making and implementing the right color decisions. Through our partnership with Ascential, global market leaders across industries will have immediate access to this innovative colour solution."

Duncan Painter, CEO of Ascential commented: "As a group, one of our key priorities is to constantly bring new services and innovation to the industries we serve. Working with CTIC and listening to the needs of our customers, we identified a gap in the market for a product that would transform the global colour industry."

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For further information, please contact:

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Or visit [Coloro.com](http://Coloro.com)

**About Ascential plc:**

Ascential is a global business-to-business media company that informs and connects the business world in 150 countries through market-leading Exhibitions & Festivals and Information Services.

Ascential powers the prestigious Cannes Lions festival for the branded communications industry, the world's premier payments and financial services congress Money20/20, Spring Fair/Autumn Fair, the global fashion trend forecasting service WGSN, environmental risk data business Groundsure, e-commerce analytics provider One Click Retail and MediaLink, the strategic advisory and business services firm.

Ascential's premium products enable focus, growth and value. The company provides customers with world class content and connections empowering their businesses to be the best informed and best connected. [www.ascential.com](http://www.ascential.com)

