



Circular No 273

Mithileshwar Thakur
Secretary General, AEPC

AEPC/HO/R&PA/2026
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Subject: Webinar on “Beyond the Swatch: Achieving Consistent Apparels Color in a Digital World”

The Apparel Export Promotion Council (AEPC), in association with X-Rite Pantone, is organizing a webinar on “Beyond the Swatch: Achieving Consistent Apparels Color in a Digital World” for apparel exporters.

Colour plays an important role in brand identity; however, achieving consistent colour reproduction across global textile supply chains remains a significant challenge. The webinar will provide exporters with insights into the complete colour communication and management workflow, from design inspiration to final production, and highlight practical approaches for achieving accurate and repeatable colour results.

The key topics to be covered during the webinar include:

- Strategic Role of Colour: Importance of colour in building and protecting brand identity.
- Apparel Colour Workflow: Understanding colour communication from inspiration and design through production.
- Digital and Physical Colour Solutions: Tools and technologies for achieving colour consistency and accuracy.
- Digital Colour Standards: Transition from analogue colour approvals to digital colour workflows and ensuring compliance.
- Sustainability and Efficiency: Approaches to reduce waste, improve sustainability and accelerate product development.
- Digital Colour Data Management: Effective use of instrumentation and software solutions for managing colour data.

The program details are given below:

- Date: 15 October 2026 (Thursday)
- Time: 3:00 PM – 4:00 PM (IST)

Registration Cum Joining Link:

<https://aepcindia.webex.com/weblink/register/r01418d724408c42bde5d2ca7b043cb4d>

Yours sincerely,

Mithileshwar Thakur
Secretary General, AEPC