

PANTONE®

Fashion, Home + Interiors SMART Color Swatch Card SWCD TCX



Overview

Pantone Color Swatch Card is the leading cotton color standard for designers and product developers in apparel, textiles, and soft home. Made on double layered fabric to the most exacting color specifications, the Pantone swatch card includes full spectral data and a UV protected pouch for assured color accuracy in production. All other Fashion, Home, and Interiors products are references to this definitive color standard.

Format

- One 4" x 4" color swatch made of 100% cotton poplin
- Double-layered un-backed fabric on a non-optically brightened paper card
- UV-protected pouch shields the fabric from light and humidity
- The non-reflective, smooth surface makes it perfect for color visualization

Color

- Available in all 2,310 achievable, reproducible colors, including 210 new market-driven colors
- Pantone Swatch Cards are dyed within a ± 0.5 tolerance, the most accurate color standard available, to save you time and money during production
- Each swatch is referenced by a corresponding color name and number
- Dye formulations are available for each color here
- Combining Spectral Data (available separately) with a physical Swatch Card standards increases first-time approvals by 80%
- Pantone's consulting services can help you establish and optimize your digital color management workflow

Application

- Use Case: textiles, apparel, soft home, and interiors products
- Use for precise visual color evaluation, spectrophotometric color reading, and specifying color to production partners