

CASE STUDY

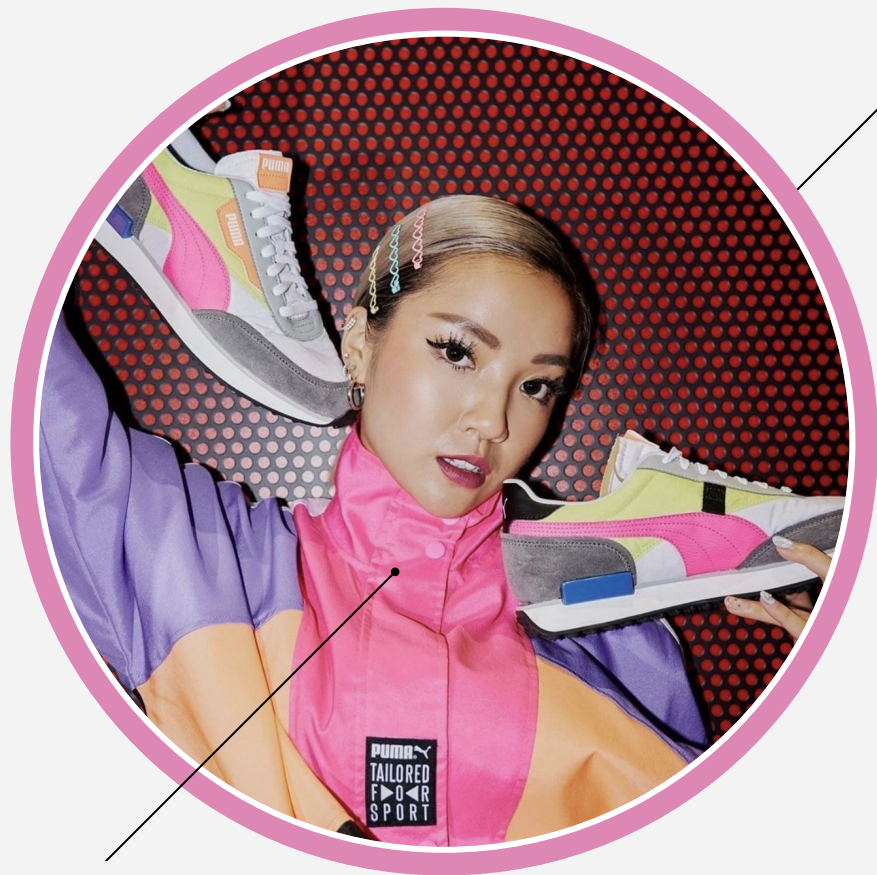


- Third largest sportswear manufacturer in the world.
- Distributes product in 120+ countries.
- Ranked 2nd in BoF's Sustainability Index*
- Coloro customer since 2018

Interview / quotes attributed to Puma's
Global Head of Materials & Color

- 15 years in the color field
- Leads color palette direction and distribution, across internal brand teams and the supply chain.

*Sportswear category



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CASE STUDY



“We are a joyful, colorful brand and having market leadership in color is very important to us, Coloro is who we choose to support us in delivering this ambition”

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Get Color Right

Before

Puma needed a broader color range that supported their joyful, colorful brand ethos. The team's color options were limited and they found themselves repeating colors due to having no access to new colors with their previous supplier.

"Picking the *right* red or pink are important to maintain business over seasons.

It also helps for ongoing storytelling and providing seasonal direction and messaging for the brand."

With Coloro

Designers can access **35% more** colors with Coloro's standard library of 3,500+ (vs. 2,600 from the previous supplier). The Puma team appreciate Coloro's intuitive system, allowing them to find the exact color they need. Puma also have the flexibility to develop custom colors with Coloro for newness.



Color Leadership

Before

Without relevant creative or data-driven trend guidance from the previous color provider, Puma found it challenging to get backing for unproven trend colors.

With Coloro

Coloro + WGSN's seasonal Key Colors helped sell in trend colors. Having those colors as well as the Coloro tools at planning workshops helped to spark excitement and creative interest from Puma's teams and build acceptance for trend colors. Developing color leadership has strengthened Puma's brand identity in the industry.

"Our development in color leadership meant the Olympic Committee allowed us to update team colors – to be brighter and more impactful – for the first time in 10 years."



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“Anything I can think of, they are able to offer...the Coloro team are constantly following up, to ask what can be done to help”



Work With Ease

Before

Puma were frustrated by picking colors only to learn they couldn't get swatches (or availability dates) from their previous supplier. This negatively impacted their supply chain and overall color direction – slowing decision making and having to cut colors because they couldn't be achieved in time.

With Coloro

Puma can confidently select colors knowing that Coloro standards are always in stock. Tailored trend presentations and custom color cards have also been added to their seasonal workflow after finding them to be very helpful.



One of the best things about Coloro is...

“Coloro customer service is far better than any other provider”

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