

CASE STUDY



- **Outdoor outfitter of mountain and bike sports**
- **Known for commitment to and leadership in Sustainability**
- **Headquarters in Germany are fully climate neutral**
- **Coloro customer since 2019**

Interview / Quotes attributed to
Vaude's Global Head of Design and Design Manager

- Leading design, color strategy, color systems, organisation and materials across Vaude and their supply chain.



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Get Color Right

Before

Vaude recognized the importance of color to the success of a product. However, without relevant creative or data-driven trend guidance, Vaude found it challenging to make the right color choice for upcoming products based on unproven trends.

“When you open the books, it’s a feeling of – wow, it’s fun and I like to work with it!”

With Coloro

Coloro + WGSN’s seasonal Key Colors trend report allow Vaude designers to make confident color choices when selecting upcoming seasonal palettes. Vaude also has access to Coloro’s standard library of 3,500+ colors. The intuitive and easy-to-use system makes it simple (and fun!) for Vaude to find, choose and achieve the right color.

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**When looking for a specific color...
“The difference between using Coloro
and competitors is like the difference
between finding information on
Wikipedia vs. an encyclopedia.”**

Create Conscious Color

Before

Working with an unreliable cotton standard from the previous provider made it harder to achieve matching colors in synthetic fibers, resulting in wasted resources, time and shipping.

With Coloro

Using Coloro's consistent physical and digital standard, Vaude can achieve the right color in fewer tries and in a shorter time, thereby reducing wasted resources and extra shipments. Swatches made out of polyester are also easier to match with Vaude materials and last longer, resulting in a more responsible outcome.

[Having local warehouses allows swatches to be shipped more locally and having access to predictive data for substrates at the time of choosing a color means Vaude are able to avoid choosing colors which are not achievable, thereby saving on dye wastage.]



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“We are trying to build a reputation for *sustainability* and make this approach visible to our customers - COLOR is an important part of this.”

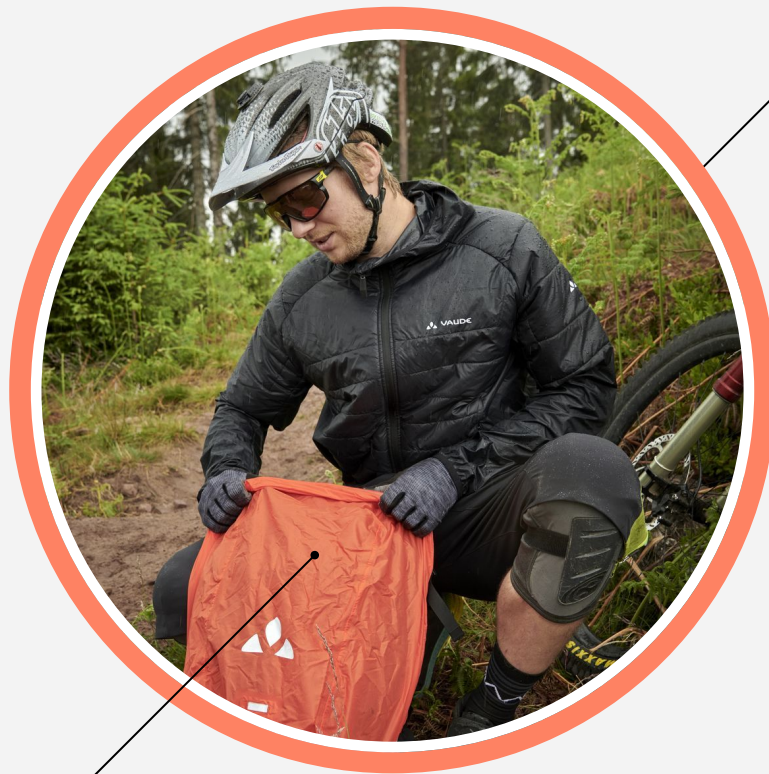
Work With Ease

Before

Lack of support from Vaude's previous color provider left them feeling isolated, often experiencing delays and without color code information.

With Coloro

Vaude receives far superior account management and support services. The Coloro team are proactive in providing quick and precise feedback, guidance in color workshops and technical support around color achievability.



One of the best things about Coloro is...

"The speed and handling our color team experienced while working with the (Coloro) system was a good surprise."

146-80-20

“The service with Coloro is by far greater than our previous supplier... Feedback is very quick and very precise.”