



Newsletter

t +61 2 9700 8110 **V1 - May, 2010**
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Colour Quality, Appearance and Durability Testing for the Manufacturing and Design Industries.

COLOUR SEMINARS For Manufacturing and Design Industries



Colour measurement vs visual colour assessment

The intensive seminars will provide an insight into the influence of colour, the problems associated with visual colour perception and association of colour with quality. To gain the full benefits of colour measurement and visual colour assessment it is important that one understands the inter-relationship between the two techniques and also fundamental colour theory.

Colour plays an important role in our daily lives particularly with regards to perceptions of a product's quality.

Both visual colour assessment and instrumental colour measurement play an integral part in controlling colour quality in a wide range of industries. Quality control is a vital part of the manufacturing process in any industry. The demand for colour and appearance harmony is of a high order to endorse the perceived quality of a product.

"Easy to understand: made a very difficult topic understandable for us 'non-colour' professionals and was totally applied to our industry"
Adrienne Symons Heinz Australia In House Seminar 2006

Seminar will be run Australia wide throughout the month of August

To request more information or a registration form please contact nick@



2010/2011 BYK Gardner Catalogue has just arrived

BYK-Gardner is your partner for complete QC solutions for coatings and plastics testing, specialising in colour, appearance, and physical properties.

Request the new Catalogue now via nick@nhpl.com.au



PRE-ORDER YOUR NCS FAN DECKS FOR 2011 WITH THE LATEST TRENDS

Take the opportunity to participate in the next NCS Trade production of NCS for the coatings industry. For NCS Trade 2011 we can also offer a wide range of add-ons like gloss scales, RAL colours, and the 2011 trend colours together with your range of NCS standard colours.

We need your decision no later than June 30th.



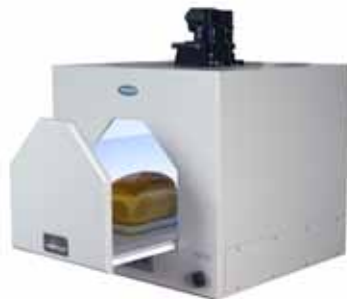
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DigiEye – Bread & Bakery Eating with your Eyes

Strange as it may sound but people eat food with their eyes. That is to say, the consumer selects, buys and eats food influenced, albeit often subconsciously and instinctively, by the colour and aesthetic appearance of the particular food product. It is acknowledged that the consumer makes an inherent connection between the colour and appearance of food with its expected taste, quality and its perception of being 'fit for purpose'. For that reason it is critical these quality attributes are managed and controlled by food manufacturers and ingredient suppliers within the Baking sector.



One innovative method for the measurement of colour and appearance of food products which is becoming increasingly prominent within the food industry, is the DigiEye System produced by digital colour and lighting specialist VeriVide Limited. It is already in use in major UK and international companies and food research organisations; with diverse applications such as controlling the visual quality attributes of bread through the use of colour accurate photographic standards and measuring the adequacy of the enrobing process in terms of how much of the baked product is visible through the chocolate coating. It allows objective assessment of a products surface by excluding structural influences, measure the bake colour of bread against a single numerical scale evaluation and can ensure raw materials, such as grain, chocolate and icing, conform to quality standard and customer demands.

This digital colour imaging system has successfully addressed the limitations of traditional instrumental measurement and offers objectivity together with accuracy and repeatability, enabling colour measurement of the previously 'unmeasurable'.

Objective Colour Measurement

The DigiEye System measures the colour of food products within the 'DigiEye Cube' and captures precise images of the chosen sample by means of a high resolution camera. The cube is totally enclosed to eliminate all ambient light thereby ensuring the image is captured using only the consistent and controlled lighting within the cube itself. The images captured in DigiEye can be used to obtain colour data for areas of specific interest or to assess the visible component of the product as well as the overall visual appearance. It has a calibrated monitor to give highly accurate on-screen representations of the food product and if required, colour accurate images can be printed to use as master product standards. The cube contains two types of illumination; diffuse illumination which facilitates reliable colour measurement by removing the shadowing & specular reflection of products with surface sheen or an irregular surface and angled illumination which accentuates the surface detail of the product such as the structure and texture and allows for an accurate assessment of product





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ACCESSORIES COSMETICS

Measurement of cosmetic products

The cosmetic industry is very much driven by the aesthetics. A lot of special effect pigments are used to create light-dark and colour lop.

Additionally, they start to sparkle when viewed in direct sun light. As many different sample types are used e.g. nail polish, lip gloss and eye shadow, standardized sample preparation is a required for repeatable measurement results.

Measurement of Nail Polish

A draw down is made on a black & white test chart. The use of BYK-Gardner byko-charts guarantee consistent colour & gloss ensuring that the measured colour difference only comes from product variations.

The orientation of effect pigments can create different looks. In the example on the right the same pigment was used in 2 different formulations. In formula 1 the flake orientation was not influenced. As a result it looks coarser and sparkles at a low grazing angle. In formula 2 the aluminium flakes were oriented parallel creating a fine, mirror like look with hardly any graininess.



Moscow is one of the cities using the new NCS Exterior colours for the colour planning

NEW NCS EXTERIOR

The exterior season for decorative paint is in full swing. Just in time we are introducing a brand new fan deck for that purpose - the NCS Exterior.

NCS Exterior is not only a collection of 322 exterior colours, it is an absolutely unique collection of suitable colours for exterior use from a technical, practical and aesthetical perspective. The colours are furthermore researched to work globally. It is a collection that will sell you a lot of exterior paint or renders and at the same time save you a lot of costs. For the coatings industry we can offer the stripe coated fan deck in bigger volumes at very competitive prices.

Please contact us for further information.

info@ncscolour.com





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mix magazine

Mix, the colour, trend and design magazine for professionals.



Published four times a year in March, June, August and December, this magazine brings you new trend updates in design, colour, materials, products and architecture. Its inspirational imagery provides you with a complete overview on new trends and innovative projects, making this publication a working tool for those who need accurate trend information. Mix uses the NCS® in all of its colour trends making it easier for you to find and apply them.

MIX 19 OUT NOW The 19th Issue features design trends for Spring/Summer 2011 and, continuing its constant progression, its inspirational trends section has now been split up a little focussing on two Mix trends each issue - to allow for even more information to be included, bringing in fabrics, finishes and design directions.

Alongside its trends is an in-depth examination of Norway's increasing design presence, a look at design in the workplace, an interview with Stephen Burks and an interesting discourse on why the technology sector is wary of colour.

Will Your Products Last Outdoors?

Knowing the light stability and weatherability of your products is too important to chance. *Don't guess when you can test.*



Sunlight, heat and moisture can cause serious product deterioration - such as colour change, cracking, peeling, oxidation or loss of strength. Damage from weathering or corrosion occurs both outdoors and indoors, and its severity can vary greatly in different climates. Even materials that are resistant to sunlight alone or to moisture alone often fail when exposed to sunlight and moisture in combination.

[Q-Lab's weathering testers and weathering testing services](#) can help you prevent costly product damage and potential service failures.

- [QUV Weathering Tester](#), The World's Most Widely Used Weathering Tester
- [Q-Sun Xenon Test Chamber](#), Affordable Xenon
- [Florida Weathering](#) & [Arizona Weathering](#), International Benchmark Locations
- [Q-Trac Natural Sunlight Concentrator](#), 5X Florida Weathering

Click on the links above for more information or email us at nick@nhpl.com.au



**Are you using your QUV to it's full potential?
QUV Training on Site**

The training on the QUV covers:

- An overview of accelerated weathering testing – a mini Weathering 101
- Setting up an accelerated weathering cycle that is relevant to the products service life
- Programming the QUV
- Operational does and do not
- Calibration and routine maintenance

Training Fee | POA - For half day - Australia and New Zealand