



Kathmandu Case Study

New Zealand's #1 Outdoor Brand

Coloro customer **since 2023**

Interview / quotes attributed to:

Kathmandu's Fabric Technology Team lead color palette direction and distribution, across internal brand teams and the supply chain

107-65-07

“ When we started working with Coloro, we added so many colors to our palette because there were many we were missing that we couldn't achieve with our previous provider.”

Unmatched accuracy

Before

Kathmandu spent additional time re-dipping colors with their suppliers to get the perfect match. This was extending deadlines and creating waste.

With Coloro

The team has seen a noticeable difference while working with Coloro. They shared that “in terms of dipping and approving colors, our process now feels more streamlined”.

“ Coloro colors are a lot easier to approve than colors from our previous provider. We’re approving more colors more frequently and they’re coming out as better matches, so we need less re-dips.”

160-53-25



“It’s easier to get
the color right
the first time.”

Clear Coding System

Before

With their previous provider, Kathmandu were battling with discrepancies between internal color names and those provided by their supplier. This slowed down their workflow, adding unnecessary complication.

With Coloro

Coloro's intuitive Color Code means Kathmandu can now easily identify colors, saving time and speeding up conversations with suppliers.

“ Both our team and our suppliers love that the colors are identified by a color code and aren't named. It streamlines the process, saving time and easing communications with suppliers. ”

115-40-28



“Coloro’s library is extensive – we thought we’d have to make custom colors but in the end we were happy with all the matches.”

Seamless support

Before

The Kathmandu team were concerned that the transition to a new color provider would interrupt their internal workflow and supplier relationships.

With Coloro

Kathmandu have had seamless integration with unrivalled support, finding that most of their suppliers were familiar with Coloro. Some of their suppliers used Coloro technical support for further information and help.”

“ The support we’ve had from Coloro and continue to receive has been great – we transitioned really easily.”

009-43-25



“ We couldn't even tell you who to contact for support from our previous provider, but with Coloro we've had great support throughout the onboarding process and continue to receive support on the technical side of things.”