

# Merrell Case Study

The global leader in outdoor active footwear

Coloro customer **since 2023**

Interview / quotes attributed to Merrell's Color Design Team  
which oversees palette creation for Merrell collections  
across internal brand teams and the supply chain



158-44-32

“ Coloro feels like the direction in which color systems should be going. Coloro in three words? Abundance of options.”

# Modern benefits, world-class results

## Before Coloro

Merrell had no access to the Coloro Creative Intelligence tool used to analyze and strategize palettes.

## With Coloro

Merrell has and enjoys integrating Coloro's CCI tool into its seasonal color process and appreciates the extra data confirmation this service provides.

**“ The online tools are incredibly helpful. The CCI platform is game-changing. Every time we make a new palette, we now run it through the nine-segment tool to see how it's shaping out. Extra data gut checks are what you can get with Coloro.”**

116-74-03



“ Coloro’s alignment to WGSN is beneficial. We value WGSN’s forecasts, so when they include Coloro codes, we know we’ll get the exact color in mind.”

# Polyswatches fit for purpose

## Before Coloro

The swatches Merrell used were made of paper which needed replacing regularly, removing color accuracy.

## With Coloro

Merrell has access to a broad color library of polyswatches which ensures its colors are accurately translated across all materials.

**“ The polyswatch format allows for more accuracy in what we’re developing and the swatches hold up better over time.”**

037-89-13



“ Footwear is a complex industry. It’s not just fabrics – we have midsole foam, out-sole rubber, natural materials – and polyswatches help to ensure our colors are translated accurately.”

# More support, smooth workflow

## Before Coloro

Merrell's process and support was challenged with the quick, ever-changing industry.

## With Coloro

The Merrell team has access to unrivaled support, receiving responses to all queries, quickly allowing for a smooth workflow.

**“ The always-on support has been incredible and access to color scientists levels up our processes.”**

026-65-40

