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EMBROIDERY THREAD COLOR SELECTION

Contract embroiderers operating at commercial scale generally carry a wide assortment of embroidery thread colors. However, matching thread colors to client art work embroidery threads from a different thread manufacturer used by another embroiderer can be a challenge.

The illusion of color is created when different combinations of visible light frequencies are reflected from an object and onto the retina of the eye. Color is a function of both the type of light and frequencies that hit an object and the absorptive qualities of that object. This is why two embroidery threads from different manufacturers may appear to be the same under one type of light (e.g., fluorescent bulbs, incandescent bulbs, or natural sunlight) and different under another. Although two threads may appear to be identical, they can have a very different spectral profile in a colorimeter. Color matching is also complicated by the fact that different computer monitors and printers display the same art work differently, making thread color selections a somewhat subjective process.

Fortunately, several tools and universal protocols exist which can facilitate communications about color and the color matching process. When available, referring to Pantone Matching System (PMS) colors is the easiest and most objective way of communicating and finding a color match. Conversion charts are available that provide the closest thread color match to a particular PMS color. Conversion charts also exist to provide the closest match between one embroidery thread manufacturer's color and another's. Through its Website Say it in Stitches provides online support tools, including a thread color chart and several conversion charts, to assist contract embroidery clients in making and communicating the right thread color choices.