

Salomon Sportswear and Equipment Anancy, France



Leading Brand Names Worldwide

Originally founded in 1947, Salomon Sports now develops and markets over a thousand ski, snowboard, binding, inline skate and footwear products worldwide, with representatives in practically every country. The company strives for good quality at good value.

With such brand names as Mavic, Bonfire and Cliché, Salomon is the market leader in winter sports. Some 90 % of business is carried out outside of France, with the largest markets being Europe, USA and Asia.

Some 800 staff is employed at the Anancy Design Center, 60 of whom are designers. The company makes a turnover of 653 million euros (2004 figures).

Salomon decided to introduce color management more than two years ago, as the company was having problems with colors on its posters at that

time. Different designers would alter image files because they were seeing varying colors, depending on which monitor they were using. The idea was to calibrate every device, from screen to printer. The company implemented calibration on the CRT models it was using at that time. While this meant a large improvement to the design process calibration of CRTs takes time and it is hard to find the right balance. In addition, the CRT models needed to be calibrated very often.

EIZO Makes the Grade

This is why Salomon switched from CRT monitors to LCD. The company carried out extensive benchmarking on EIZO ColorEdge monitors which were provided by



ColorEdge CG19

the local distributor for two weeks of testing on site. "I was able to do my real work on an LCD monitor, with real-life problems. Afterwards I was convinced of the quality of EIZO," explains Christophe Guillot, who is in charge of all design projects, including training, improving methodology and color management.

Convincing Results

Now the company has sixty EIZO ColorEdge monitors – thirty 18" and thirty 19" all used for CAD and color management, connected to PCs. Mr. Guillot was quickly convinced of the EIZO advantage: "There was a big difference with EIZO monitors. They are easy to work with and produce good results." Also, as opposed to working with the former CRTs, the IT staff at Salomon finds the ColorEdge models very simple to calibrate, which is important as recalibration at the company is carried out every two months, and the calibration software easy to work with.

What You See Is What You Print

All the Salomon offices make use of the same color palette, distributed among the company's design departments, so as to remove the possibility of any individual subjective interpretation. There are two color schemes, for each of the summer and winter marketing activities. Christophe Guillot is enthusiastic about the changes since the ColorEdge monitors were introduced: "With EIZO we have perfect colors. Now what you see is what you print." While there may still be some slight discrepan-



"With EIZO we have perfect colors. Now what you see is what you print."

*Christophe Guillot,
CAD-CAM Project Manager*



cies between the final products and the design on the screen, this is due to the difficulties involved with printing on fabrics. "But, on the whole, we are very satisfied."

Real Savings with EIZO

Finally, Mr. Guillot has also noticed how the company saves time through increased efficiency and increased productivity: "With EIZO we can rely on the colors being what we want. This saves us both time and money."