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Innovation Begins With **Insight**

X-Rite and Insight worked together to develop MatchStik, a breakthrough product that allows interior designers and architects to more efficiently and accurately define and specify color. The product measures the color of any ordinary object and identifies a matching color, either within a manufacturer's paint specification or other color matching system. The beauty and simplicity of the design puts a user friendly face on a highly sophisticated technology with future applications unlimited in the world of color.



insight
product development

www.insightpd.com