





**THE VANISHING COLOR  
by Lavazza**

Color created by  
**PANTONE®**

# How Pantone Keeps the Planet Colorful

The Pantone Sustainability Commitment: Eco-friendly Products and Powerful Partnerships



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## Pantone Graphics Products Re-formulated to Use Eco-friendly Materials


In December 2022, Pantone released an expansion of the Pantone Matching System® (PMS) color collection in five new eco-friendly base mixing inks, and replaced the base inks used in previous editions of the Pantone Formula Guide and Color Bridge.

What’s in the new base inks? Soy and other vegetable oils. What’s not in the new base inks? Any reportable levels of hazardous substances, as defined by OSHA, the EU, California Proposition 65, and the Globally Harmonized System of Classification and Labeling of Chemicals (GHS).

Designers can also be assured that the Uncoated paper used in Pantone Graphics Guides is sourced responsibly. Pantone Uncoated paper is made with a mixture of materials from FSC-certified forests, recycled materials, and/or FSC-controlled wood. The Forest Stewardship Council operates the world’s most trusted forest certification system, and Pantone is proud to support responsible forestry through its product sourcing. Additionally, the fan guide inserts used in Pantone Graphics Guides and Pantone Fashion Home + Interiors (FHI) system products are made from 100% recyclable and reusable plastic. Manufacturing products with recycled plastic produces less waste and a lower carbon footprint. This type of plastic is also lightweight, which can help reduce CO2 emissions during transportation.

**Pantone FHI Products Use**

**Recycled Paper and Energy-efficient**





Pantone continues to implement sustainable practices in the FHI and Textile Paper Green (TPG) system as well. Pantone TPG formulations meet the European Union’s REACH regulations, which aim to reduce the amount of harmful lead chromates in the environment.

Other sustainable practices include utilizing recycled paper in the printing plant, recycling water in the textile dyehouse, and using Oeko-Tex® approved dye formations in many of their colors.

The FHI textile color system and TPG formulations use Hunstman’s AVITERA® SE dyes, which reduce energy usage during production by over 50%.

Pantone x TEALEAVES Partnership  
Calls Attention to Biodiversity Issues

Part of the Pantone sustainability commitment also includes partnering with organizations to raise awareness for environmental issues and mobilize for change. Most recently, the Pantone Color Institute partnered with TEALEAVES to create the official Color of Biodiversity (PANTONE 1775 C) in support of United Nations Biodiversity (CBD). The color acted to educate and engage the public on biodiversity issues ahead of the 2022 UN Biodiversity conference.

In addition to Biodiversity, Pantone has created many other environmentally-focused colors including “Glowing, Glowing, Gone,” a trio of colors that support coral reef protection, “Forevergreen” in partnership with Lacoste and The Everglades Foundation (wetland restoration), SHEBA® Hope, a luminous turquoise created in honor of World Oceans Day to support the Sheba Hope Coral Reef Restoration project, 'The Color of Dirty Water' (clean water access) in partnership with Charity: Water and “The Vanishing Color” in collaboration with coffee brand Lavazza as part of its Amazonian conservation and reforestation efforts.

Pantone embraces the challenge and responsibility of using its color platform to call attention to environmental issues, and looks forward to collaborating with more change-making organizations.



Shop Sustainable Pantone Products

In the meantime, Pantone remains dedicated to implementing environmentally conscious standards across its product lines, from formula guides to textiles to paper products. Shop sustainable Pantone products below.



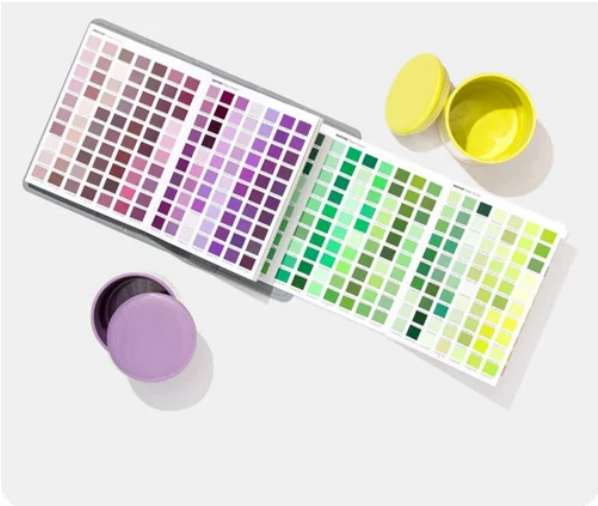


## Pantone Formula Guide Coated & Uncoated

The ultimate color matching tool to communicate color in graphics and print.

This versatile, end-to-end color matching tool displays all 2,390 market-driven spot colors in the Pantone Graphics System on coated and uncoated paper stocks. Now updated with 224 brand new Pantone Matching System (PMS) colors, the latest Pantone Formula Guide also features five new eco-friendly Pantone base mixing inks compatible with coating in print production processes. Compact, handheld fan decks provide easy, on-the-go physical references for the actual appearance of Pantone Colors in digital design applications, and include essential formulations for mixing spot color inks to properly match Pantone Formula Guide colors.

SHOP NOW

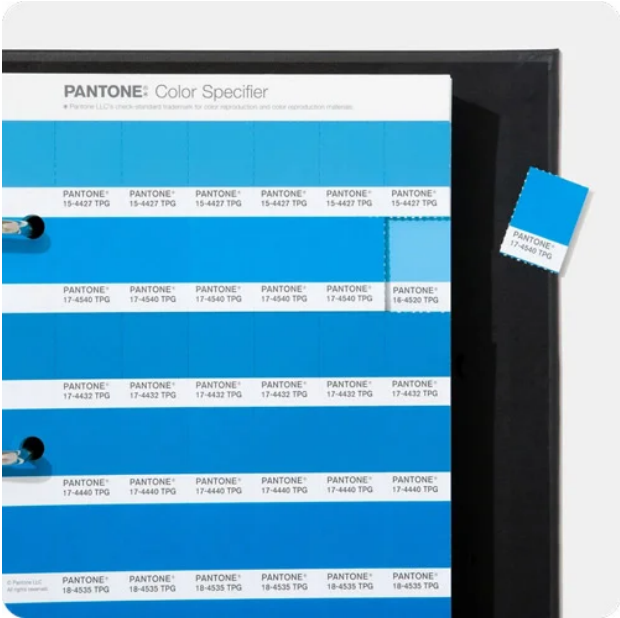


## FHI Paper Traveler

A portable easy way to see all 2625 colors at a glance.

Featuring 2,625 Pantone Colors arranged by color family, the Pantone Fashion, Home + Interiors Paper Traveler has a compact, accordion-style format that lets you see the entire palette of Pantone TPG (Textile Paper – Green format) Colors at a glance. Just like the FHI Color Guide, each color is produced as a nitrocellulose lacquer applied to paper, similar to a paint sample. Colors are supported by digital data for fast turnaround and on-time production. Use this color tool for product surfaces featuring paint or pigment – such as leather, ceramic, or metal.

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## FHI Color Specifier

A two-guide detachable chip set for easy color reference.



## FHI Color Guide

Envisage color for interiors, hard home, & cosmetics.





PANTONE®

chips for easy palette development and color comparison. Featuring removable paper chips of all 2,625 FHI Colors, the Color Specifier is ideal for designers to communicate color with clients and suppliers, on-the-go, at the factory or in the office. Pantone’s TPG Colors correspond to our Textile Cotton System (TCX) so you can coordinate colors across mediums for textiles, paints, and coated surfaces like leather or metal.

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palm of your hand! Displayed in two portable, color-on-paper fan decks, and arranged by color family for optimum viewing, the FHI Color Guide is the perfect on-the-go tool for color inspiration and communication. A companion to our FHI cotton formats, the FHI Color Guide facilitates cross material coordination and enhanced color accuracy when working between soft textile materials and product surfaces featuring paint or pigment – such as leather, ceramic or metal.

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Best Sellers



FASHION, HOME + INTERIORS PAPER TRAVELER

\$ 480.00



PANTONE LIMITED EDITION SKINTONE GUIDE

\$ 139.00



PANTONE BEAUTY BUNDLE

\$ 449.99



VIEWPOINT COLOUR ISSUE 12 - MIND, BODY AND SOUL ISSUE

\$ 99.95

