

# AATCC LED Summit: A Light Changing Experience



Association of Textile, Apparel  
& Materials Professionals

On August 25-26, 2016 the textile industry will meet at the Sheraton Imperial Hotel in Durham North Carolina. Marketers, designers, engineers and quality assurance will focus on product performance to designing for digital.

In a study titled [\*Impact of Color in Marketing\*](#), researchers found that up to 90% of snap judgments made about products can be based on color alone. Lighting plays a major role in how color is perceived and different light sources affect how the colors of objects and products are viewed. Environmental and economic benefits of reducing energy consumption is a key driver in the move to LED light sources. How do we as retailers, brands, and suppliers ensure that our products are created and beautifully displayed under these new LED light sources?

This conference was developed to foster discussion and understanding of the rapidly changing lighting environment. The interactive program is designed to bring together members of the retail industry to include marketing, design, engineers and quality assurance as well as lighting suppliers, color control providers, and instrument manufacturers.

This two-day program will focus on:

1. Being able to speak the same “light” language.
2. The why and how of new lighting, lighting reality - industry case studies, new light and how it will impact quality assurance and the supply chain.
3. Steps to consider when establishing and selecting new lights.

For more information please visit the [AATCC](#) website.