

## **Going Global – Spectra Colors Corp.**

Over 6,000 years ago, when the Egyptians first began using cosmetics to enhance their beauty by mixing red ochre and resin to make a fashion statement, they would not have imagined that in 2025, chemists would be creating a wide range of colors that can be applied to any product for limitless purposes!

### Every Color in the Rainbow

Since 1987, New Jersey's own Spectra Colors Corporation has created more than 3000 SKUs, matching and blending colors that can be applied to industries including candles, cosmetics, inks, and home care products and cleaners.

While they are proud of the breadth of colors they produce and the hundreds of manufacturers they serve, they are distinguished by the high quality they hold to regarding both products and services. After all, in an industry where over 40 varieties of red exist, meeting the challenge of upholding the highest standards while addressing each customers' unique needs, is a significant accomplishment!

### Color Has a Profound Impact

Color influences the way we perceive our world. While Crayola's first box of crayons offered eight colors, today there are over 152 crayons available. That explosion is a strong indicator of the critical role that color plays in our lives.

Most significantly, color fosters an emotional reaction and forges a loyal connection to a product. Using the words "seeing red" doesn't only apply to a person in a rage! Depending on the circumstances, red may represent conflicting feelings such as anger, love, passion, danger, loyalty, embarrassment, or power. It is clear that the color red changes perceptions - based on the situation!

### Spectra Colors Cares

The key objective at Spectra Colors Corp. is to ensure the delivery of the exact color pantone each client requires. Most importantly, the customized dyes they supply are also backed by genuine concern for the customer. Chemists demonstrate this by listening carefully and focusing on the customer's end goal for the product and industry. They accomplish this by holding fast to the traditional value of customer service. All too often, the importance of creating a consistently positive customer experience and addressing customers' needs has been lost in the quest for efficiency and profitability. But not at Spectra Colors! Under the guidance of company leaders, real values matter.

### Building an International Presence

As Spectra Colors has continued to distinguish itself and create a powerful brand in the world of color, they have relied on the support, resources and guidance of the U.S. Department of Commerce, Commercial Service to help grow internationally. Working closely with international trade specialists like Trici McLain has enabled them to learn a great deal about exporting. In 2022 they became better informed about UKCA Marketing as well as finding out how to effectively access the UK Market.

Over the years, the company has become an avid user of the Export Import Bank to leverage their presence in Germany, Canada, El Hong Kong, Peru, Viet Nam and Brazil.

In addition, funding from SBA STEP grants cannot be overlooked as it has been one of the most impactful tools enabling Spectra Color to significantly grow their exporting opportunities. Along with providing access to educational U.S. Commercial Service-organized webinars to learn about China's regulations, the STEP dollars also helped the company fund compliance with the new cosmetic regulations which in turn directly resulted in 20% growth of their exports.

Chris summed up his experiences with Spectra Colors in this way: "I am proud to be associated with a company that has such a deep commitment to its customers, to its team and to the community."