



Feature News Release

The Tooth that Started It All

X-Rite Engineers to Start New Color Matching for Tooth Crowns

Contact: Maia Coker, Media Relations Specialist
123-456-7890, cokerma@mail.gvsu.edu

GRAND RAPIDS, Mich. March 16, 2021—Judy Smith is holding a small object: a tooth. It's fake, of course, but this is just one of the small items she always carries with her. The Senior Engineering Model Maker keeps the item in her pocket to remember how she started her career with X-Rite, a company that specializes in color-matching equipment.

This is how Smith, a tall 40-year-old with brown hair and a shy demeanor, finds herself just 150 miles away from her hometown of Ann Arbor, Michigan, on a Tuesday morning in Grand Rapids. Other engineers sit at individual desks, surrounded by plexiglass shields to slow the spread of COVID-19 in the X-Rite headquarters. The occasional click-clack of the keyboard and tap-tap of the mouse resonates through the otherwise quiet office.

On the corner of Smith's desk is a Ci7860, just one of the many products X-Rite sells. This specific device is one of the most advanced color measurement instruments available from their wide product line. The company, founded in 1958, was created by data-driven color scientists for professionals looking to improve color in their businesses.

"It's not all about teeth," says Smith, chuckling and fiddling with the small fake tooth. "Our work goes so much further than that. Electronics, like my iPhone," she pauses to hold up a cheery lavender-colored mobile device, "are just one of over 12 fields that we work in."

X-Rite, acquired in 2012 by Fortune 500 company, Danaher Corporation, works with PANTONE®, Gretag Macbeth, and Munsell Color to gain insight in today's consumer products. The automotive, plastics, and textiles industries, just to name a few, have worked hand-in-hand with X-Rite since the company's founding to advance color communication.

Smith, who started at the company upon her graduation at Grand Valley State University, has a personal experience with X-Rite's involvement in the dental field.

“See this?” Smith says, tilting her head back to show her front row of teeth. “All fake. I knocked my four front teeth out while playing softball during high school. I was able to get false teeth fitted in and you guessed it, they were color-matched right at this company.”

She’s celebrating ten years with the company this June.

“It’s been an interesting journey. Not many people can say they color teeth on a computer at work,” Smith says, pausing to tuck the tooth back in the coin pocket of her blue denim jeans. “Never in my wildest dreams did I think I would say that.”

[Photos of Smith and other engineers working on the color-matching process are available online at www.xrite.com/dental]

About X-Rite

X-Rite is a company located in Grand Rapids, Michigan. Founded in 1958, the company focuses on color expertise by working with PANTONE®, Gretag Macbeth, and Munsell Color to deliver integrated sets of products and services. By focusing on innovation, experience, and passion, X-Rite is able to successfully deliver color integrity and communication between over 12 different industries. For more information see www.xrite.com

-end-