

ELIN ASKFELT APPOINTED AS NEW CEO OF NCS COLOUR AB

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With a background in Engineering and International Business, Elin has spent more than ten years of business leadership in the media/tech sector. Typically, in businesses with a global footprint, Elin has had an integral role in transforming businesses with strong focus on a growth, digital transformation and innovative product development adapting portfolios in response to changing customer demands.

Patrick Ståhle, Chairman of NCS Colour, commented: *“It is with great excitement we see Elin take over the leadership of NCS, a company with a fantastic tradition of colour communication and colour management. NCS is in a transition towards a digital business offering modern solutions to companies working with colour management. Elin’s experience in leading companies through a digital transformation is important”*.

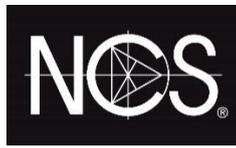
NCS Colour AB was founded in 1978 with its base in the NCS – Natural Colour System, a three-dimensional, scientifically developed colour system. The NCS System holds and visualises all colours in the colour space, which simplifies how users communicate, navigate and control their colours. This foundation is more relevant than ever today as industries are facing great challenges from high product quality demand, together with the internationalisation of manufacturing and distribution, but also would like to meet the great opportunity that growing demand for e-commerce in retail means. This has increased the complexity in communication and management of colours, through every step of the design and product lifecycle.

“More than 85 percent of consumers consider colour a significant factor in their buying decisions. With this in mind there is surprisingly no unified international standard on how to communicate colour through the differing materials and units. Our vision is to become the global standard, and help our customers navigate in the complexity of colour communication and colour management through our portfolio of traditional physical products and innovative digital solutions. I am excited to lead NCS Colour on this journey.”, says Elin Askfelt.

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[NCS Inspire 1058 – A new colour range tailored to the Coatings industry](#)



ABOUT NCS COLOUR

For 35 years, NCS Colour has helped customers develop and communicate their products and services where colour is a crucial factor for success. Our vision is to simplify the definition of colours, and help customers understand the connection between colour, light, and materials, to better achieve their desired visual results from design to production.

In 2015, NCS Colour launched a new brand, CAPQ, specialising in colour management for the manufacturing industry, offering solutions that streamline new colour development and provide digital quality assurance.

NCS Colour is present in more than 80 countries worldwide, with our global headquarter in Stockholm, Sweden, and offices in Germany and China. We work with premium brands that share our passion for colour, such as IKEA, AkzoNobel, Electrolux, Siemens, Toyota, Jotun, Volvo, Alcro and H&M.

MEDIA CONTACT

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