

**COLORTRACK**

# We'll help you deliver a perfectly Consistent roast, every time.

WE HELP SOME OF THE  
BEST ROASTERS IN THE WORLD  
MAINTAIN CONSISTENCY



George Howell  
COFFEE



BLUE BOTTLE  
COFFEE



**ColorTrack laser analysis** provides you with the most consistent and repeatable color analysis available, setting a new and unparalleled standard of perfection.

## Unbeatable accuracy

Accuracy that's unparalleled: Using innovative laser technology, ColorTrack offers precision and repeatability of color to .01 points, with automatic adjustment for constantly changing ambient air temperature and humidity. Color analysis tools that use old-tech incandescent or LED bulbs need constant recalibration and have up to +/- 4 point error rate.

## Easy integration

Plug-and-play: ColorTrack integrates with Cropster and Connects via Bluetooth for iOS devices, Mac and Windows Software, or your custom dashboard.



## Efficiencies in multiple areas

Mitigates waste: Accuracy of readings and automatic adjustments mean less waste, saving you time, money and effort. Customers typically reduce waste to less than 1%, versus the industry average of 2-6%.

## Proven success

Stress-tested by roasters large and small: Clients include Dunkin' Donuts, Barefoot Coffee Roasters, Alexandru Niculae, George Howell Coffees, Boot Coffee Consulting and Tim Wendelboe Coffee.

## WHAT THE EXPERTS SAY ABOUT COLORTRACK



*"I know coffee, but perfection requires tools. ColorTrack and Cropster provide those and are unmatched by anything else in the coffee industry. They allow me to plan perfection not hope for it."*

### George Howell

SCAA lifetime Achievement Award  
SCAE Better Coffee World Award  
Founder, Coffee Connection  
President & CEO,  
George Howell Coffee



*"I spend endless hours seeking the perfect roast. It requires passion but it also requires the right color analysis tools. ColorTrack provides the technologies and tools I need and rely on. They are simply unmatched in the industry. Seek perfection. Get ColorTrack."*

### Alexandru Niculae

World Coffee Roasting Champion  
2016



*"Our mission is to be the best among coffee roasters in the world. ColorTrack and Cropster are the best tools I have come across and are instrumental in helping me understand roasting better and keep our roast quality as consistent as possible."*

### Tim Wendelboe

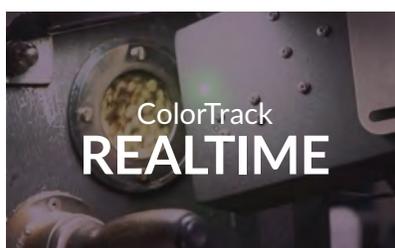
World Barista Champion World  
Renowned Coffee Roaster  
Owner, Tim Wendelboe Coffee

## DISCOVER HOW WE CAN HELP YOU DELIVER A PERFECTLY CONSISTENT ROAST, EVERY TIME.

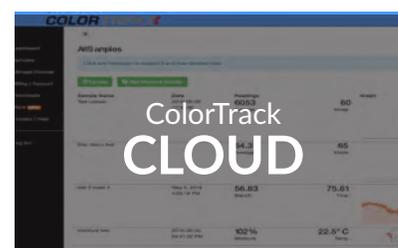
The RealTime laser provides up to 40k laser scans per second so you can get ahead of any potential problems with a roast, as it's developing.



The original ColorTrack brings accuracy and reliability to your coffee lab or quality control line.  
**\$6,895**



Monitor the color development of a roast as it's roasting. With instant feedback, you can never over-roast or under-roast again!  
**\$99.95 /Month**



Every sample you take is automatically sent to the cloud, where you can store, analyze, organize and share them.  
**\$9.95 /Month**

# COLORTRACK