



L\*: 65.23 a\*: 44.14 b\*: 65.99

## Color Measurement for Paints & Coatings Manufacturers

Covering the Material World

# Color is Power

Defining color and consistently ensuring its accuracy is fundamental to product success.

X-Rite is a global leader in quantitative color measurement and visual analysis. We pioneer innovative solutions that are scalable from a single location to a global, multi-facility enterprise. The results are improvements in productivity, reduced time-to-market, and profitability.

X-Rite's product portfolio offers solutions that communicate color accurately throughout the entire process. Ultimately, measuring color produces numerous immediate and long-term benefits:

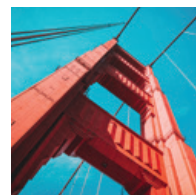
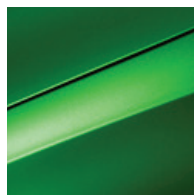
- Achieve new colors with greater accuracy
- Match colors faster than your competition to win bids
- Waste less material for more profitable production runs
- Eliminate off-color product shipments and rework
- Seamlessly manage the color process through a global supply chain or multiple locations
- Prevent bid list exclusions due to poor quality ratings

## The Color of Success

Color is an essential component of the paints and coatings industry. It surrounds us in our daily lives; car manufacturing, household products, furniture, buildings and more.

We help:

- Eliminate common visual errors caused by inadequate lighting or random visual inspection
- Integrate consistent, precise color quality control into your operation
- Reduce scrap and rework caused by mismatched colors
- Achieve color harmony among locations and suppliers
- Reduce production times
- Improve quality analysis and overall control
- Ensure new colors are introduced faster than your competition



# Solutions Designed for Color Control

X-Rite's innovative solutions ensure that the color found in decorative paints and protective end-use coatings are right the first time.

## Instrumentation



**Handheld Sphere Spectrophotometer**  
Provides measurement of a color with or without the impact of surface effects.



**Benchtop Sphere Spectrophotometer**  
Enables reflection and transmission measurement across opaque, transparent, and translucent materials.



**Benchtop Non-Contact 45:0 Spectrophotometer**  
Measures wet or dry paints through its non-contact measurement capabilities.



**Multi-Angle Spectrophotometer**  
Captures measurement of effect finishes to deliver complete characterization of color, sparkle, and coarseness.



**In-Line Solutions**  
Monitors product color during production to alert operators as soon as color moves out-of-spec.

## Software



**Formulation Software**  
Yields better matches in fewer steps and with fewer corrections using the industry's smartest formulation engine.



**Quality Control Software**  
Ensures consistent color throughout the supply chain with adaptable and configurable software options.



**Instrument Performance Software**  
Verifies and optimizes the performance of color measurement devices to reduce variance among instruments.

## Visual Assessment



**Light Booth**  
Replicates almost any lighting environment and can be customized to fit the needs of every job and production process.














**Visual Assessment Tools**  
Evaluates an individual's ability to discern color through easy-to-administer tests.



**Physical Color Standards**  
Ensures the color chosen is the color at final assembly through visual reference standards and tolerancing guides.

## End-to-end solutions for a variety of paints and coatings:

Application											
Architectural & Decorative	✓	✓	✓			✓	✓	✓	✓	✓	✓
Automotive		✓		✓		✓	✓	✓	✓	✓	✓
Powder	✓	✓	✓			✓	✓	✓	✓	✓	✓
Coil			✓		✓	✓	✓	✓	✓	✓	✓
Adhesives / Sealants	✓	✓	✓			✓	✓	✓	✓	✓	✓
Wood	✓	✓	✓			✓	✓	✓	✓	✓	✓
Aerospace	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
Marine	✓	✓	✓			✓	✓	✓	✓	✓	✓

Industrial



### Architectural & Decorative Paints & Coatings

Serves a crucial role in physically protecting a building or signage and establishing an organization's brand identity through a unique color.

### Automotive Paints & Coatings

Establishes cutting edge design and innovative color trends through complex effect coatings and appearance effects.



### Industrial Paints & Coatings


Ensures that a part or product is protected and aesthetically pleasing through a variety of different coatings applications including coil, powder, adhesives, sealants, wood, aerospace, etc.

## Architectural & Decorative Paints & Coatings

# Building Brand Identity with Color

Architectural and decorative coatings provide numerous benefits to buildings beyond vibrancy, including colors that are lasting and memorable. The aesthetic success of a building or signage is a result of consistent, accurate color, driven by reliable and easy-to-use color measurement solutions.



 L\*: 84.94 a\*: 5.52 b\*: 83.82

### Formulation

- Achieve the tightest tolerances.
- Process color data to provide optimal initial color matches.
- Deliver accurate formulation of colorants to meet customer-provided standards.



### Quality Control

- Track and trace each measurement and colorant with a unique code.
- Deliver accurate color readings on powdered or liquid colorants.
- Reproduce each coating accurately and consistently.



### Visual QC

- Eliminate subjectivity in pass/fail decision making.
- Standardize lighting and viewing conditions.
- Improve overall product quality.



## Automotive Paints & Coatings

# Driving Innovation through Effect Coatings

Highly innovative trends and demand for new developments has driven a need for extreme effects coatings. These effects coatings protect the automobile and deliver a competitive advantage. Precise color measurement tools that can completely characterize color, sparkle, and coarseness ensure that expensive extreme effects coatings are right the first time.



### Formulation

- Establish the strictest color standards.
- Process color data to provide optimal initial color matches.
- Set and digitally communicate global tolerances.



### Quality Control

- Evaluate and control metallic coatings.
- Provide actionable data to drive process improvement.
- Enable real-time color harmony monitoring across supply chain.



### Visual QC

- Eliminate subjectivity in pass/fail decision making.
- Standardize lighting and viewing conditions.
- Improve overall product quality.



# Industrial Paints & Coatings

Our Coverage in Industrial Coatings



## Powder

Applies a functional and decorative finish in a limitless range of colors and textures.



## Adhesives / Sealants

Boosts product performance and durability, while color contributes to a more aesthetically-pleasing final product.



## Aerospace

Enhances the interior and exterior of an aircraft through a variety of environmentally-friendly color choices.



## Coil

Provides beautiful topcoats, durable surfaces, and innovative applications through a highly automated process for coating metal before fabrication.



## Wood

Protects the wood from outdoor conditions while delivering on-trend colors that enhance the natural beauty of wood.



## Marine

Withstands the most aggressive sea conditions with fit-for-purpose coatings.



## Industrial Paints & Coatings

# Extending the Lifetime of Materials

Industrial coatings come in a variety of shapes and sizes, including coil, powder, adhesives, and sealants, to preserve the product and enhance the look. Since color impacts more than just aesthetics, you need color measurement instrumentation you can trust to achieve accurate and consistent color, time after time.



L\*: 26.97 a\*: 4.83 b\*: -37.83

### Formulation

- Deliver accurate formulation of colorants to meet customer-provided standards.
- Achieve the tightest tolerances.
- Process color data to provide optimal initial color matches.



### Quality Control

- Consistently measure against a standard and ensure a color quality audit trail.
- Versatility to measure powder, liquid and effects coatings.
- Achieve precise color measurements across the length and width of coil coatings.



### Visual QC

- Eliminate subjectivity in pass/fail decision making.
- Standardize lighting and viewing conditions.
- Improve overall product quality.



# Why Partner With Us?

## Minimize Risk & Protect Your Investment

To achieve the highest color accuracy, you must maintain your color investments. X-Rite offers Service Care Packages to ensure your device continues to operate in peak condition once it leaves our factory so you can deliver the color your customers specify.

### Service Care Plan Options

	Premium	Certification Plus	NetProfiler Plus	Protective	Basic Warranty
Product Defects (Labor & Parts)	✓	✓	✓	✓	✓
Break-fix Coverage (Labor & Parts)	✓	✓	✓	✓	
NetProfiler License and Tiles	✓		✓		
Annual Preventative Maintenance (Inspect & Clean)	✓	✓			
Email & Phone Support	✓				
Expedited Shipping	✓				

## Invest in your most important asset – your people.

Our color training and services are customized to fit your needs, schedule, and budget. From introductory classes to advanced applications, our extensive library of courses spans every learning style to help you improve your color knowledge and ensure your workflow is the best it can be.

### Training and Services Options

- Classroom
- Custom Consultation
- Onsite
- Color Workflow Audit
- Online
- Seminar



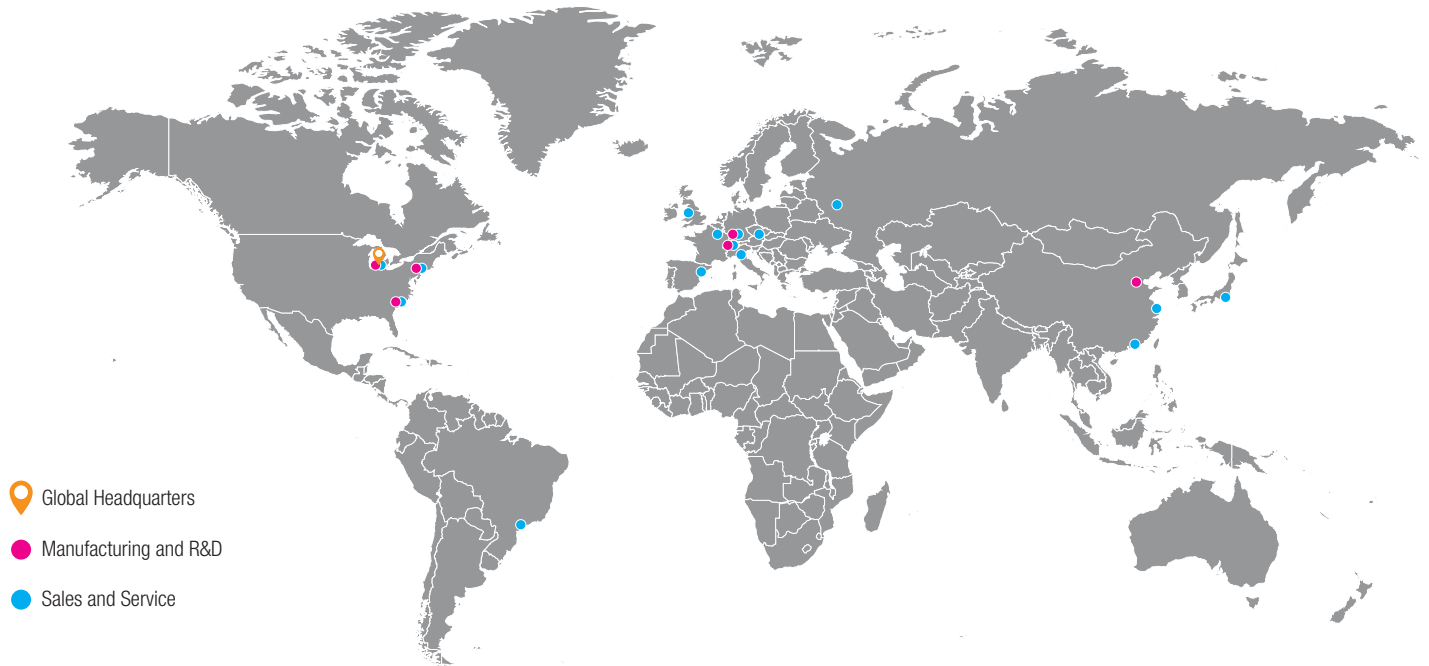
## What our customers are saying....

*“X-Rite solutions have made an unbelievable difference in our business. It used to take us two weeks to prepare a [paint] color. Now we can prepare five to six colors per day.”*

— Marcel Janovsky  
PRODUCTION DIRECTOR, AUSTIS A.S.

# We're color experts.

We recognize that great color portrays great quality and know that your success hinges on the consistent and accurate production of this color. With so many places for color to go wrong, it can be hard to know how to get it right. That's where we can help. By blending the art and science of color, we help you achieve the highest level of color integrity so your product – and your customer's product – comes out ahead.



## End-To-End Solutions

We provide solutions that span the entire workflow, from design through production, to ensure your color is optimized.

## Innovation

Bridging the gap between color and appearance, we are blazing the trail for you to take your color operations to the next level.

## Experience

With 60+ years of experience in color manufacturing, our expertise spans a range of industries.

## Passion

Inspired by the great color our customers produce, our X-Rite color team provides quality support and training services.

Call **888-800-9580**  
or visit **[www.xrite.com](http://www.xrite.com)**

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