

iVue Plays the Match Game

Back in the days when Joe Montana was the top quarterback and IBM just started selling something called a “personal computer,” almost every paint dealer matched chip colors, and paint by eye. But over the past 30 years, equipment has gotten good and cheap enough so every retailer can afford a decent color matching system that doesn’t turn out paint meant only for a funhouse.

Good thing, too, since one out of every 12 men has some form of color blindness—and that typically is the guy you hired to mix paints.

Now thanks to TV advertising, customers want you to match the color of a stuffed purple dinosaur or pick out a shade in a paisley blouse. Like the guy who brought a plastic handle from a cooler into Norridge Ace Hardware in Norridge, IL, this summer to match the royal blue color.

“I put it under the iVue and it hit it,” says Andy Pawlik, manager of the store’s paint department. Since the MatchRite® iVue™ (http://www.xrite.com/product_overview.aspx?ID=1162) instrument made by X-Rite Inc. (www.xrite.com) measures colors from a distance of about 1.5 inches, “it’s possible to get the color of something that’s not a flat object,” he says. “You can’t do that with other instruments.

“Another time, one of our sales ladies was wearing a purple blouse with a paisley print, and I decided to show off a little bit with the instrument,” Pawlik says of the iVue. “I put it right on her shoulder, and a color

in the paisley print came up on the screen, right on the money.” Other dealers on this link (http://www.xrite.com/custom_page.aspx?PageID=123) say they have done chair legs, furniture spindels and other curved items with ease.

And to add to its accuracy, the iVue projects a ring of light on the object so that a sales associate—and the customer—knows exactly the spot where color is being measured.

“Before on the old mailbox-type of instrument, you would try to put samples in the crosshairs and hope that it stayed there during the measurement; but on this one you can see exactly what you are measuring,” says Bob Bruins, manager of the True Value hardware store in Allendale, MI. “I’ve had people come in with patterns on a fabric like a plaid, and they will say, ‘I want that one color right there,’ and you can nail it.”

The iVue is also gaining high marks with other paint dealers on its accuracy, matching the hardest colors to match—dark reds, browns and greens.

“Since we’ve gotten the iVue, we’ve been able to match those most difficult dark colors to about 95 percent accuracy,” says Greg Forsythe, owner of the Westmart Do It Center at West Yellowstone, the most heavily traveled entrance to Yellowstone National Park. “For the light colors, it’s just phenomenal. I’d say almost 100 percent. It’s unbelievable how good this instrument is compared with the old style.”

Just because West Yellowstone is in a sparsely populated area of Montana doesn’t mean that the paint matching technology is any less sophisticated than what occasional visitors may find in major metropolitan areas. “We work with a lot of secondary home owners that have access to metro area retailers, but use us because of our equipment,” Forsythe says. “We have had people come from California and ask us about how we can service them.”

Even with all that sophistication and accuracy, X-Rite made the iVue so it is simple to operate. “I’m not very computer literate,” Pawlik concedes with a laugh, but adds that it didn’t take him long to master the equipment. He says he and a more computer savvy associate “had the iVue out of the box for maybe an hour, and we messed around with it using sample chip cards for a few minutes” when the associate had to leave the area. “All of a sudden a customer showed up—and I did it (the color match).” **TPD**



Bob Bruins, manager, True Value Hardware, Allendale, MI.



GEMINI

COATINGS



kitchen photo courtesy of Gemini customer Crestwood

Since 1964 Gemini Coatings has focused on one thing, the making of superior coatings, wood finishes and touch up products – *it is our sole business and we take great pride in it!*



- custom designed finishes
- superior technical support
- totally phthalates FREE
- experienced professional sales force
- extensive quality assurance program
- 97% of orders ship in 3 days or less
- leader in eco-friendly low VOC products
- aerosol packaging & touch up products
- employee owned

FINISH with EXCELLENCE



for an appointment with a technical representative
or to schedule a production run, call:



1-800-262-5710 or visit www.gemini-coatings.com

NOW OFFERING ZERO MONEY DOWN.

IT'S LIKE MONEY IN THE BANK.



ZERO TOXINS. INFINITE BEAUTY.®

Finally, a paint that works for you not against you. Mythic® Paint is a revolutionary high performance paint with zero Volatile Organic Compounds, zero carcinogens and zero harmful toxins. If you are looking for a unique product that will bring additional customers into your store, this is it.

David Bromstad, star of HGTV's Color Splash, has developed our newest color collection. This exciting new palette combines his love and expertise of color with the legendary performance and zero toxins only Mythic can provide.



ZERO VOC
ZERO CARCINOGENS



**SAFE FOR
PEOPLE**



**SAFE FOR
PETS**



**SAFE FOR
the EARTH**

877-3MYTHIC
mythicpaint.com

*Zero Money down for 24 months with 0% interest, \$1 buyout at lease end and a \$99 activation fee on approval. Speak to your Mythic Sales Representative for other lease terms.

Mythic, the Mythic logo, "0% Toxic. 100% Smart." "Stronger, safer, smarter paint." "Zero Toxins. Infinite Beauty," and the "Safe for people, safe for pets, safe for the earth." marks and logos are trademarks and/or registered trademarks in the U.S. Patent and TM Office and in other countries, owned by Southern Diversified Products, LLC