

# datacolor

## Retail Paint Color Matching Systems



Datacolor Retail Paint Color Matching Systems provides increased productivity, at a lower cost of ownership and ultimately will result in a better Return on Your Investment for your Paint Department.

### Increased Productivity

- Software that delivers matches with fewer clicks of the mouse - Saves time
- All operator activities on one screen - Ease of use
- Smaller measurement aperture- deliver color matches with the smallest of samples
- Sample Gloss measurement- Announcement of the sheen of the sample to the operator - Takes guess work out of what sheen of paint to use- Unique to Datacolor
- 500+ pre-measured competitive fan deck library of over 500,000 shades

### Lower Cost of Ownership - Cost of ownership only begins with the system purchase



- Better matches result in fewer mistints and repeat customers
- High Definition Measurement – 256 points. More accurate measurement with more information provided to generate an accurate formula - Unique to Datacolor
- Gloss Measurement- factored into formula - Unique to Datacolor
- Texture compensation- Better matches - Fewer mistints
- Reliable Instrument – Ensures a long, productive, system life

### Greater Return on Investment

Datacolor's Retail Color Matching System is designed to be an affordable investment producing fewer mistinted gallons, building loyal customers who will return to purchase more gallons of paint and profit building paint sundries. The increase in productivity from your store associates in addition to Datacolor's reputation for trouble free service will assuredly lead to a greater ROI and contribution to your bottom line profits.

**Datacolor**  
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