

# Why Color Control Matters

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Paint isn't just about looking pretty. The color of paint can play an instrumental role in safety, protection of materials, reducing heat absorption, increasing reflectivity, extending the shelf-life of surfaces, and much more. Similarly, the right coating can help reduce carbon emissions by making a structure more energy efficient and help businesses and customers meet their sustainability goals.

Companies developing these paints and coatings need to be able to keep up with a constantly changing market. Fluctuating availability of key ingredients and raw materials can trigger industry-wide reformulations which waste valuable time and resources.

**How can companies keep up with these changes while keeping their prices low and ensuring colors stay consistent?**

# A Sampling of Paint & Coatings Applications

Architectural coatings are probably the first association we have when we think of paint and coatings. They're used to decorate and adorn the interior and exterior of residential, commercial, institutional and industrial buildings. In 2021, architectural coatings accounted for 55% of the paint volume sold globally.



Coil coatings are one of the biggest segments of industrial coatings and are a critical part of the manufacturing process. Their uses include automotive materials and domestic appliances. What's more, these coatings can have useful properties such as reducing heat levels by increasing the reflectivity of roofing materials.

Powder coatings are having a positive impact on the industry in many ways. Because powder coatings don't require solvents and allow you to reuse/recycle any overspray, they are an environmentally friendly and sustainable option.

Marine coatings are specially designed to be waterproof because of the nature of their use. These are typically used on watercrafts and marine structures that are in or near water, including offshore oil rigs. Though the marine coatings market has seen quite a significant downturn in the past few years, the repair and maintenance of existing structures is helping offset the lack of new builds.

Aerospace coatings are designed to resist the extreme conditions they are exposed to, and so are limited by specific technical requirements. Even the color of the coating can affect how efficiently the aircraft will fly.

# A Better Way to Manage Color

**A color measurement is only as accurate as the equipment that was used.**

For the human eye, how we see color can change from one person to the next, and from one day to the next. In addition, the same color material will reflect light differently if it is gloss, matte or textured. That is why it's important to have a system in place to ensure that no matter the individual, the day, or the surface, your colors will always be measured consistently.

But consistent measurement is only one piece of the color management puzzle. Imagine if you could also quickly and effectively review, analyze, and communicate color data throughout your supply chain...



# How An Effective System Can Help

By partnering with the right organization and switching to a digital workflow, you can...



## Achieve Consistency

Greater control over your colors means a greater chance of getting it right the first time. By removing subjectivity from your measurements, you can ensure your end product matches your samples.



## Save Time

Agility and the ability to pivot is essential in an industry that is constantly evolving. By replacing physical fan decks with digital files, you can massively shorten the time to market by quickly filtering through large databases and eliminating the need to ship physical samples.



## Leverage Data

By using effective color management technology, you can ensure you are making the best use of your supply chain data. Samples can be compared with past results, and recipes can be optimized for whatever it is your organization values most, whether that is accuracy, sustainability, cost, or certain paint qualities.



## Communicate Effectively

Working online and communicating digitally gives everyone involved in a color project access to the same information. This means no matter where in the world they are based, your team can get the data they need sooner.

# Datacolor In Action

Companies around the world trust Datacolor's equipment and software because it meets the unique needs of the paint and coatings industry



Crown Paints has been supplying professional finishes in the UK since 1777. Despite color technology changing dramatically since then, they have maintained their status as an industry leader.

With the support of Datacolor, Crown Paints replaced their point-of-sale software and outdated colorant systems. This has allowed them to develop new colors with better opacity and using fewer base paints. Today, they continue to invest in Datacolor technology for their labs, with a keen eye on serving the specific needs of customers.



For Pison Stream Solutions, accuracy and consistency is essential. They need to be able to measure, formulate, store and communicate color information across multiple locations, and so inter-instrument agreement is a must.

Datacolor provides spectrophotometers and quality control software that measure color at the highest possible accuracy. Their backwards compatibility with older instruments also ensures that ensures there is no need to re-measure standards, thus saving time and money while ensuring consistent quality.



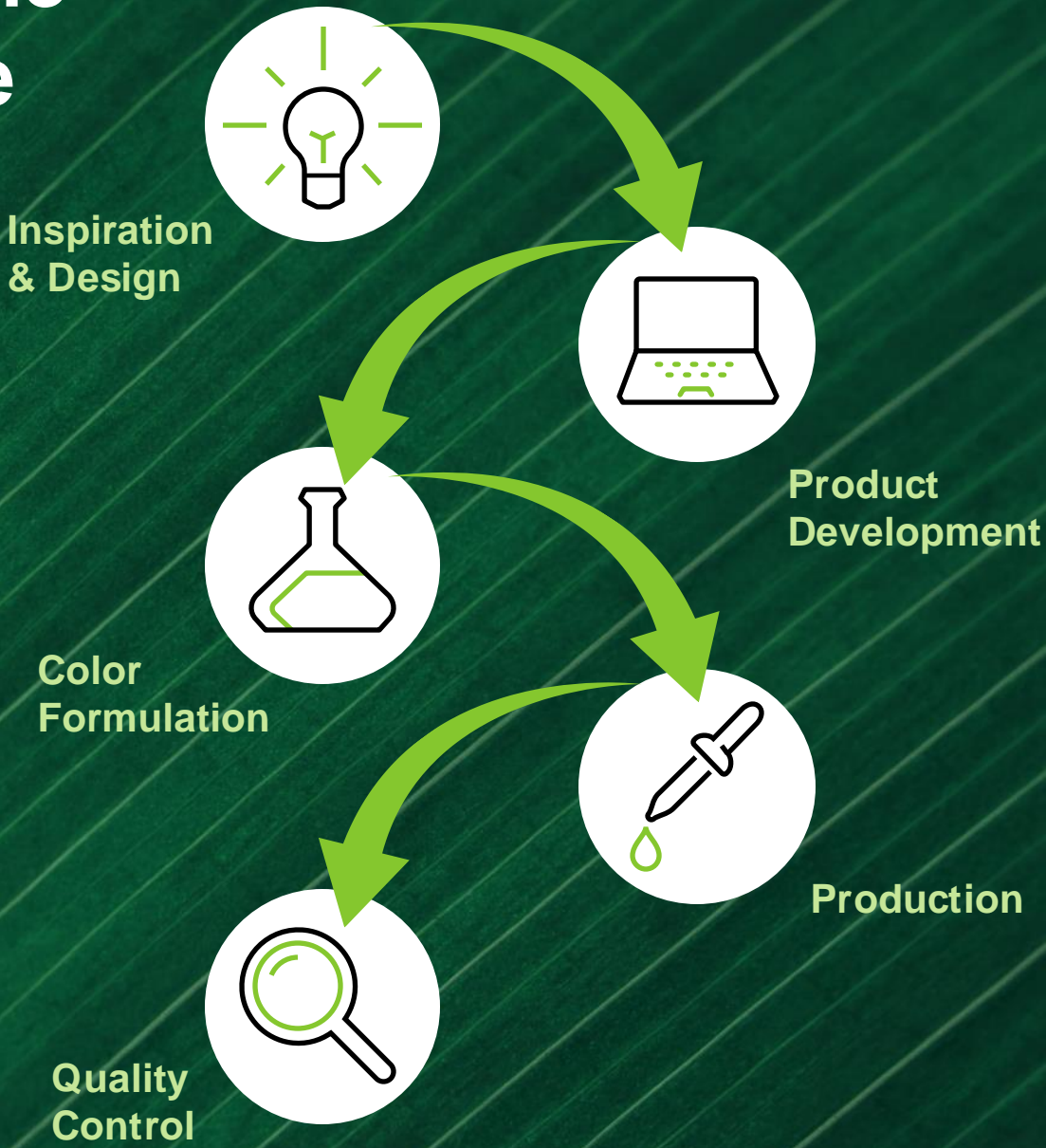
# The Color Piece of the Sustainability Puzzle

Color can be one of the most wasteful steps in a production process, and having an inefficient color management system only amplifies this.

Your organization needs to be able to reduce the global impact of your brand at each stage of production without compromising on the speed or quality of the finished product, and without incurring additional costs.

Using an effective digital color management system will increase the likelihood of getting color right first time, which will ultimately reduce the amount of waste produced.

Additionally, your recipes can be optimized to include the most sustainable ingredients. But even if mistakes do happen, digital color tools can help make the most of off-color materials by re-using or re-formulating the materials that are incorrect or simply left over after a job.



# Why Color Control Matters

Color plays a critical role in our everyday lives, and getting color right can mean the difference between success and failure.

In order for paint and coating manufacturers to be successful, it's important to understand how color can be perceived differently, how it can affect the use of products, and much more.

Having a streamlined, trustworthy system to match and formulate color means greater control over the finished product, reduced waste, and consistency across your supply chain.

**Visit our website to learn more about how Datacolor helps companies in the paint and coatings industry get color right.**

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## Ready to Learn More?

Connect with us here 