

# Color matching at car refinish body shops

## BYK-Gardner color instruments always hit the right color!

Every year new models and new colors are introduced to meet current fashion trends. The statement "Color Sells" shows how important this design criterion is for the purchasing decision. Thus, every year approximately 1000 new colors are added to the existing hundreds of thousands of colors.

This presents a real challenge for the body shop after an accident! In a car body shop it is most important to quickly find the correct color match and to be right on target. The time needed for color matching and material consumption determine the repair cost, which are closely watched by insurance companies nowadays. Not to mention customer complaints, if the color does not match!

Accurate color matching is one of the most difficult tasks when repairing a car finish. As an orientation guide in this "color jungle" car refinish paint makers support body shops with color fan decks and color look-up databases. By entering the auto maker and color code in a look-up database the right color formula could be easily found, if there were not the inevitable color deviations of car bodies made at different plants and add-on parts coming

from different suppliers. Therefore, a painter's most important tool is his own "trained eye". Yet, new metallic or pearl finishes with special sparkling effects make it more and more difficult to determine the right color even for very experienced painters, as color is not only changing under different viewing angles, but also under different lighting conditions (sunny sky – cloudy sky).

In order to repaint a car cost efficiently in a short period of time leading car refinish paint makers use new technologies to improve their hit rates: Multi-angle color instruments objectively measure the color to be painted and "smart" database search and correction routines are used to find the right color in seconds. Thus, and most important, life at the body shop will be much easier for everybody.

New measurement technologies make it possible to exactly match any color – in seconds:

- Clean and polish the paint finish close to the damaged area.
- Measure the prepared area.
- Transfer the measurement data to the color search and correction software of the paint maker.
- The software will find the closest match in a second, adjust the paint formula and automatically transfer the formula to the mixing system.



### BYK-Gardner multi-angle color systems are the ideal partner:

Leading car refinish paint makers have selected BYK-Gardner as their preferred supplier for color instruments, as they best meet the needs of a car body repair shop:

- Robust design
- Ease-of-use: Just push the operate button to take a reading and save the data
- Precise color data: Repeatable and without operator influence
- Long battery life: 3000 readings with regular Alkaline or rechargeable NiMH batteries
- No lamp change needed: the patented LED technology allows a 10 year lamp warranty
- Temperature stable readings regardless of the temperature in the body shop: Absolutely repeatable results between 10 °C to 40 °C (60 °F to 100 °F)
- Repair costs are minimal due to the design and use of the newest technologies in electronic and optical components.

BYK-Gardner's solution has proven itself in real life - painters are enthusiastic about the ease-of-use and reliable readings. The benefits are most evident when trying to match difficult colors. A true "win-win" situation has developed for paint makers as well as the painters at the body shop.

