

 L\*: 47.51 a\*: 69.64 b\*: 53.97

# The Drive for Color

Color Measurement Solutions for Automotive

# 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.

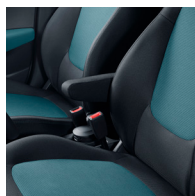
X-Rite's product portfolio offers solutions that communicate color accurately throughout the entire process. Ultimately, accurate color measurement produces numerous immediate and long-term benefits — cost savings through reduced material waste, minimal production downtime, elimination of off-color product shipments and rework, seamless management of the color process through a global supply chain or multiple locations, and the prevention of bid list exclusions because of poor quality ratings.

# Bringing Color into Focus

**Color is the fundamental selling point for the automotive industry and defines the vehicles that consumers drive. Getting the colors right is as important as getting the right colors.**

Given the increasing importance of color and appearance to vehicle preference, color measurement is an integral part of the auto making process. There are many key areas where X-Rite's color measurement and visual analysis tools can help:

- **Product Development**  
Whether designing a body panel, an accessory, or a new coating system, color development is an important first step.
- **Multiple Source Uniformity**  
A precise color program ensures that parts coming from different plants or suppliers match, eliminating color variations or flaws.
- **Materials Color Variability**  
New coatings, like effects finishes, are driving in a higher level of instrument sophistication to achieve exact matches.
- **Aftermarket Products**  
It is crucial that exterior and interior replacement components are consistent with the original vehicle color scheme.



# Solutions Designed for Color Control

X-Rite's innovative solutions ensure the color of automotive interior and exterior parts is right the first time and validated at every process step.

## Instrumentation



**Handheld Sphere Spectrophotometer**  
Measures color with or without the impact of associated surface effects, including highly reflective surfaces.



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



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



**Inline Solutions**  
Monitors product color as it is produced to alert operators as soon as color moves out-of-spec.

## Software



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



**Quality Control Software**  
Ensures that consistent color is achieved throughout the supply chain through adaptable and configurable software options.

## Visual Assessment



**Digital Color & Appearance Standards**  
Streamlines the creation of material libraries and captures true-to-the-eye product renderings.



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



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



**Fit-to-Finish Rooms (FFR)**  
Evaluates color in a custom fit-and-finish room under controlled lighting to ensure all materials retain color harmony after assembly.












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



**Instrument Performance Software**  
Verifies and optimizes performance of color measurement devices, reducing variance among instruments.

## End-to-end solutions for the interior and exterior of a vehicle:

Application												
Automotive Exterior		✓	✓	✓	✓	✓	✓			✓	✓	✓
Automotive Interior	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓



### Automotive Exterior

Delivers a cutting-edge design and innovative color trends through complex effect coatings and appearance effects.

### Automotive Interior

Achieves an aesthetic interior through a trendsetting design that combines comfort and functionality.



# Our Coverage of Automotive Exterior

Roof



A 2x4 grid of icons: top row (green T, blue P, purple flasks, yellow clipboard), bottom row (orange gauge, red lightbulb, green brush).

Door handles & side mirrors



A 2x4 grid of icons: top row (green T, blue P, purple flasks, yellow clipboard), bottom row (orange gauge, red lightbulb, green brush).

Fuel gas door



A 2x4 grid of icons: top row (green T, blue P, purple flasks, yellow clipboard), bottom row (orange gauge, red lightbulb, green brush).

Wheels & tires



A 2x4 grid of icons: top row (green T, blue P, purple flasks, yellow clipboard), bottom row (orange gauge, red lightbulb, green brush).

## Automotive Exterior

# Driving Innovation Through Effect Coatings

Highly innovative trends and demand for new developments have driven a need for extreme effects coatings and finishes. 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 the extreme effects coatings are right the first time, from the bumper to the fuel gas door, door handles, side mirrors, and more.

### Windshield



### Bumper, fender & hood



### Grill



### Formulation

- Establish the strictest color standards
- Fully characterize effect finishes for automotive paint
- Set and digitally communicate global tolerances



### Quality Control (QC)

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



### Visual QC

- Reduce human error and waste due to rejects and rework
- Shorten time to market
- Improve overall product quality



# Our Coverage of Automotive Interior





## Automotive Interior

# Fueling Superior Design, Comfort, and Experience

Delivering superior automotive interiors redefines the way consumers think about their vehicles. These features merge design, comfort, and functionality into an aesthetic interior that provides a relaxing place for consumers. Since color is more than just an aesthetic, you need color measurement instrumentation that you can trust time and time again to ensure accurate and harmonious interior car color.

### Dashboard



### 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 (QC)

- Consistently measure against a standard and ensure a color quality audit trail
- Measure smooth and textured surfaces with diffuse illumination
- Achieve accurate non-contact measurements of glass panes



### Visual QC

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



# Why Partner With Us? Comprehensive Service & Support

## It Pays to be Proactive

X-Rite offers Service Care Plans to ensure your device is expertly maintained to continually operate at peak performance. Our Service Care Plans will help you get the most out of your investment, maintain your certifications, and reduce production downtime, all within a predictable maintenance budget.

## What's Included

	Premium	Certification Plus	NetProfiler Plus	Protective	Field Service
Product defects	✓	✓	✓	✓	✓
Accidental damage protection	✓	✓	✓	✓	✓
Loaner unit*	✓	✓	✓		✓
Annual preventative maintenance	✓	✓			✓
Annual calibration	✓	✓			✓
ISO:17025 certification*	✓	✓			✓
NetProfiler	✓		✓		

\* for applicable devices

## Invest in Your Most Important Asset - Your People

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

## Training and Education Options

### Custom Color and Workflow Training

- Remote
- Onsite

### Consultation and Audit

### Seminars

- Classroom
- Online self-paced courses

Contact your local sales representative for additional details.

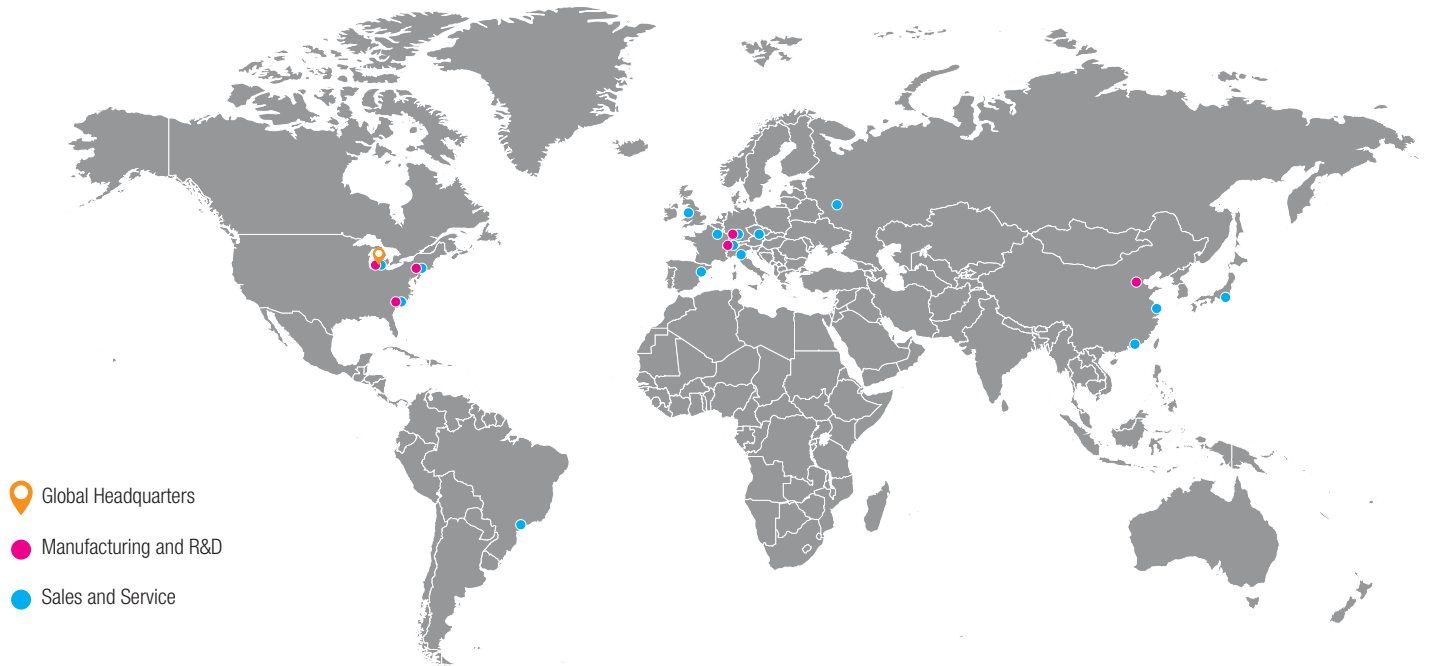
# What our customers are saying....

**“We need to deliver solutions that enable our car refinishing partners to meet the changing color requirements that come with modern car design. These solutions will help them better satisfy the demands of their customers and ultimately be more successful.”**

— **Richard Fischer**  
**HEAD OF THE COLORISTIC**  
**DEPARTMENT AT MIPA**

# 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)**

X-Rite Incorporated  
4300 44th St. SE, Grand Rapids, MI 49512 United States

©2022 X-Rite Inc. — All rights reserved.  
We reserve the right to alter design and/or specifications without notice.

Part No. L10-673  
Automotive Solutions Brochure