

X-Rite MetaVue Helps Diamond Vogel Improve Color Match Accuracy by 65% and Achieve 30.6% Less Waste



Industry:
Retail Paint



Location:
Orange City, Iowa, USA



Website:
www.diamondvogel.com

Diamond Vogel, a family company, has been formulating liquid and powder coatings to protect a range of industrial surfaces for over 90 years. They specialize in cutting-edge manufacturing techniques to deliver high-quality powder, heavy-duty protective, traffic marking, and architectural coatings.

Color control is very important to Diamond Vogel. Each batch is expensive to manufacture, and a mistake means guaranteed waste and an unhappy customer.

"We love the X-Rite MetaVue. It is easy-to-use and well designed for consistent use. It removes most of the variability that may have existed between our stores and customers, allowing our formulators to focus their expertise on choosing the best formulations for each job instead of wondering if their measurements and recipes are correct."

**~ Perry Foreman, Architectural
Product Manager Diamond Vogel**

Challenge

Having matched color by eye in the past, Diamond Vogel knows the importance of a color measurement device for accurate formulations, and chose one specifically for paint and coatings. Although formulation professionals liked the technology, they found it hard to properly align the instrument with the sample. If the alignment was off by more than 6-degrees, it returned an inaccurate measurement. Although they were using the right technology, it was not working for them.

Solution

Diamond Vogel decided to replace their existing color measurement devices with the X-Rite MetaVue for retail paint, and their formulators are thrilled with their new technology, especially:

- The compact size and calibration features.
- The ease of sliding out the plate to properly align samples.
- The smart spot feature that considers the texture of the sample to capture an accurate measurement.
- The on-screen video to see the exact spot of measurement.
- The accuracy of the measurements.
- The ease of use and fast training.



Results

So far, Diamond Vogel has purchased 25 MetaVue spectrophotometers to support their stores. Now their formulators can spend less time training and more time formulating. Headquarters is especially happy with the results. In just one store in Colorado Springs, they have reduced waste by 35% in just 18 months!

30.6% Less Waste

65% Improved Color Match Accuracy

47% Faster Training

33.57% Increased Efficiency