

# X-Rite i1 Paint Spectrophotometer Helps Home Hardware Increase First Time Colour Matches by 80%



**Industry:**  
Retail Paint



**Location:**  
Port Stanley, Ontario



**Website:**  
[www.homehardwarecenter.com](http://www.homehardwarecenter.com)

Port Stanley Home Hardware is part of a national group of more than 1,100 Home Hardware franchises across Canada. In addition to hardware supplies, they offer a full-service paint counter that features custom colour matching for both interior and exterior paints.

Chris Daminato has over 30 years of experience matching paint colours. When he joined the Port Stanley, ON Home Hardware store as General Manager, his first order of business was to purchase the right technology to help his retail paint counter associates achieve faster, more accurate colour matches.

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*"i1 Paint is a versatile, reliable unit and easy to use. Just cover the colour on the sample, click and go. Customers love it. When we used to match colour by eye, they would get picky, but now we show them the match on the computer and they are confident we will mix the right colour the first time. I would recommend i1 Paint to any small- to medium-sized paint department."*

**~ Chris Daminato, General Manager  
Port Stanley, ON Home Hardware**

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## Challenge

Customers bring items into the store all the time and request a custom paint colour match. The Port Stanley Home Hardware store used to match colour by eye, which could take paint counter associates up to a half a day of fiddling to get it close enough. Not only did this waste associate time and paint, it left customers feeling frustrated and finally accepting a match that was “close enough” so they could leave.

## Solution

Chris Daminato chose the i1 Paint handheld spectrophotometer from X-Rite because it is compact, easy-to-use, and offers quality paint colour matches on common samples. Since it interfaces with both their ColorDesigner PLUS software and paint mixing system, it was easy to implement. Daminato trained each of the associates in around 20 minutes.

Since implementing i1 Paint, associates are able to mix one formula and get it right. Once the optics are over the colour, you just click the button on the device to measure. The measurement data goes automatically into ColorDesigner PLUS software, which formulates a recipe and sends it to the paint dispensing system for an accurate match.



## Results

The time saved on training is not even measurable because it takes years to train a good match by eye. Thanks to i1 Paint, Daminato has been able to open up the paint counter to additional employees to speed service. With first mix accuracy and happier repeat customers, i1Paint paid for itself almost immediately.

**Increased first time colour matches by 80%**

**Reduced mistints by at least 95%**

**Reduced color match time from ≤4 hours to 15 minutes**

