

# Allendale True Value Enhances Paint Department Performance with New X-Rite MetaVue™



**Industry:**  
Paint



**Location:**  
Allendale, Michigan USA

## Challenge

The paint department is one of Allendale True Value's top five departments, and owner Chad Ayers was looking for ways to improve its processes, reduce mis-tints, and increase the confidence of his staff in accurately matching paint to customer samples. He was thrilled with the opportunity to be a beta tester for X-Rite's new MetaVue™, a non-contact imaging spectrophotometer, specifically designed for retail paint.

## Solution

Allendale True Value has had a positive experience with MetaVue, a non-contact imaging spectrophotometer designed to improve paint matching accuracy on a wide variety of samples. The company is also using the latest version of X-Rite's ColorDesigner PLUS color matching software, a customer- and retailer-friendly solution that produces expert results in a flexible, adaptable workflow that can be configured for individual needs.

*"We were using a previous X-Rite spectrophotometer in our paint department, which performed pretty well. But we have been absolutely delighted with the new MetaVue, because of its outstanding accuracy and consistency in measurement."*

**~ Chad Ayers, Owner**

## Results

The Allendale True Value paint department has experienced a noticeable decrease in mis-tints which must be sold at a discount. In addition, the staff is much more confident about serving customers in the paint department due to the increased accuracy and ease of use of the X-Rite MetaVue and ColorDesigner PLUS software.



“The on-board camera of the MetaVue not only helps paint associates ensure accurate targeting of the measurement area, but it also engages customers, who become more interested in seeing how the paint matching process works.” ~ **Chad Ayers, Owner**

### **Allendale True Value is a family-owned hardware store located near Grand Rapids, Michigan.**

The store is located on five acres and comprised of 20,000 square feet of retail space, as well as extensive outdoor garden and power equipment departments.

### **True Value in Leading Edge Technology**

According to owner Chad Ayers, the manager of his paint department, Rachel Waters, has made significant contributions to the department. “She has really taken our paint business to the next level, introducing more craft-based and specialty paints,” he says. “She was excited that our store was chosen to be a beta site for MetaVue, believing it would give her an opportunity to provide even better service to our customer base.”

Allendale True Value had been using an older model non-contact spectrophotometer. “We did have some issues with accuracy in color matching, especially in the reds, which are hard to match. Plus, at times it could take us two to four measurements, which we then averaged, to arrive at the best formulation.”

All of that changed with the MetaVue. Ayers explains that with the MetaVue, the on-board camera helps paint associates accurately target the right area of the sample, and the aperture choices allow targeting of even smaller areas. “Most importantly,” he says, “the measurement process is much faster. We get very accurate readings with a single scan, including some of the tougher colors like reds.”

### **Improved Accuracy Reduces Mis-Tints and Increases Employee Confidence**

One of the advantages of the on-board camera, according to Ayers, is the ability to not only target an area with the instrument, but to actually view the area that is being measured. “If you accidentally target an area with a different color, it can throw off the reading,” he says.

The improved accuracy delivered by the MetaVue has also given Allendale True Value employees more confidence about approaching customers in the paint department. Ayers reports, “While Rachel

is the department’s manager, any sales employee on the floor can assist in the paint department. In the past, there was a fair amount of tension and stress associated with that department, I think because employees were worried about producing mis-tints and having to tell me about them.”

Now, Allendale True Value employees are not only more confident about serving paint customers, but the inventory of mis-tints have been significantly reduced. “That’s a significant financial benefit for us in the short time we have been using the MetaVue,” Ayers says. “Faster, more accurate measurements mean a calmer, more stress-free paint department.”

Ayers is also pleased with the MetaVue’s design. “It’s a large piece of equipment sitting in the paint department,” he comments, “and it is sleek and modern looking. On the surface, that probably doesn’t mean much to customers, but it does give them the impression that we are investing in the business and using the latest technology.”

### **Up Next**

Ayers and his team continue to experiment with new MetaVue features. “The updated ColorDesigner PLUS software gives us new capabilities as well,” he says. “Color Navigator gives you the ability to scan in a color and harmonize other colors. For example, a customer might be looking for a specific blue, and with the use of Color Navigator we can recommend accent colors, in paint and other home décor items. This helps the customer decorate an entire area, resulting in increased sales. We are looking forward to making more use of that capability.”

Ayers also praises X-Rite for its excellent customer service. “We have always gotten good support from X-Rite, but especially in a beta situation, it is particularly important. They have truly exceeded our expectations!”