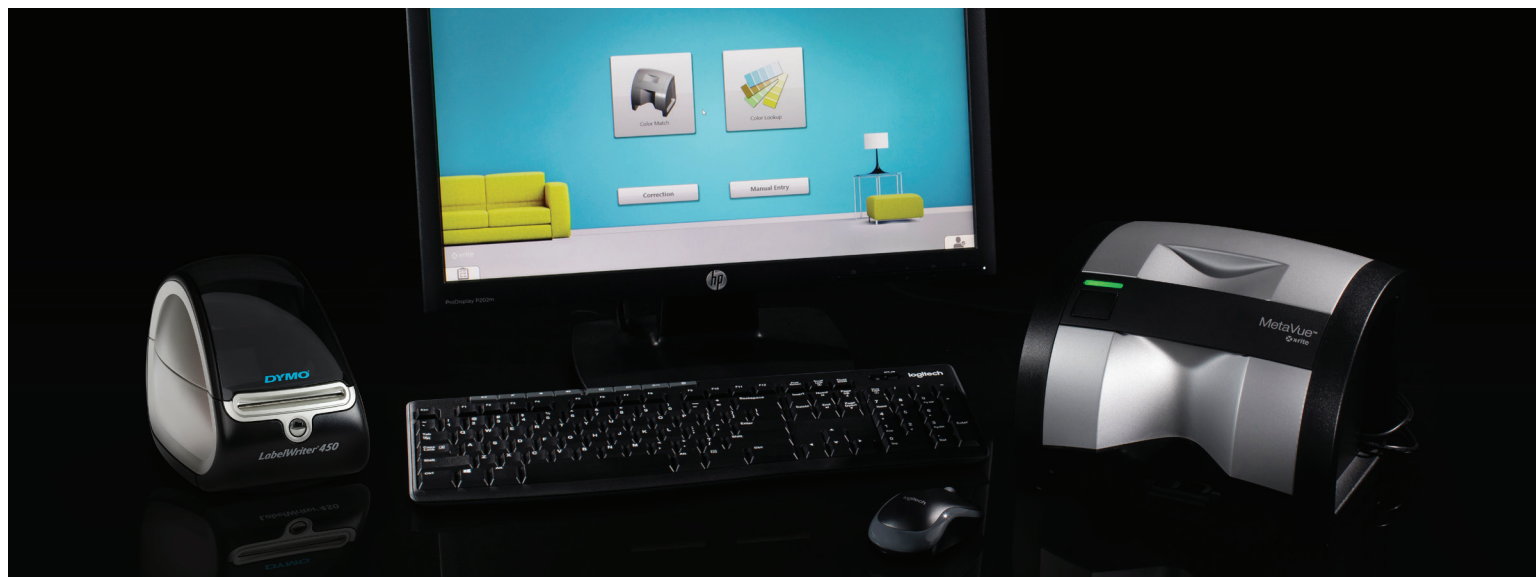


# Strathmore Home Hardware Dramatically Improves Paint Color Matching with X-Rite MetaVue™



**Industry:**  
Paint



**Location:**  
Stayton, Oregon, USA

## Challenge

Strathmore Home Hardware was pleased to be assigned as a test site for the new X-Rite MetaVue non-contact spectrophotometer. "We are always looking for innovative technologies that can make our paint department even more effective," said Perry Banadyga, Owner. "We are proud of our department's high ranking in the Home Hardware network and want to keep it that way!"

## Solution

MetaVue™ is the only non-contact spectrophotometer on the market that uses a camera for precise digital targeting and measurement, designed to improve paint matching accuracy. It is the first of its kind to offer superior measurement performance and ease of use, which delivers consistent measurements for precise paint formulation. This instrument provides paint associates the ability to easily respond to a range of different types of customer samples and accurately measure them, building confidence behind the paint counter, and increasing customer loyalty.

*"Since we first started using the X-Rite MetaVue™, we have completed more than 300 paint matches with only 1 bad match with a color that has always been difficult."*

**~ Randy Service, Manager, Paint Department**

## Results

In the first three weeks of using the X-Rite MetaVue, Strathmore Home Hardware has performed more than 300 paint matches with only one bad match, a color that is historically difficult to match and needed just a little tweaking to get to the color following the measurement. It measures glossy, curved and oddshaped items with ease.



“All of us are more confident using the MetaVue for paint matching, even me, having been in the business for nearly 30 years. We’ve significantly reduced the number of mis-tints, a factor that is important to owners!” ~ **Perry Banadyga, Owner**

Strathmore Home Hardware, located just outside of Calgary, Alberta, consistently ranks in the top 50 in paint sales, out of approximately 1,000 Home Hardware locations across Canada.

Strathmore opened a new 14,000-square-foot store seven years ago, located about 20 miles from Calgary on the main trans-Canada highway. The paint department generates about 20% of the store’s revenue with three dedicated employees.

### **Award-Winning Paint Department Emphasizes Exceptional Customer Service Bolstered by Great Technology**

“My wife and I have been in the hardware business for many years, and part of the Home Hardware network for most of that,” Banadyga says. “Paint has always been an important sales component for us. In 2016, our paint department was named the top department in our region, out of 40 stores. We are lucky to have Randy Service and two talented team members staffing that department.”

Service comments, “We had been using the X-Rite iVue for many years, and it served us well. But over those years, technology has advanced, and we needed to as well.”

### **Accurate Color Matching Critical in Retail Paint**

“About 25% of what we do is color-matched,” Service explains. “With the X-Rite solution, we have access to data for all of the major paint lines. The closer we can come to matching them with our own formulation of Home Hardware Beauti-tone paints, the better off we – and our customers – are.”

Banadyga adds, “People bring in all kinds of things to be matched – cushions, bedspreads and a range of multi-colored items. MetaVue’s on-board camera gives us the ability to target a very finite area, especially with the range of aperture sizes we now have. If we can pull out that special little green or blue area in the fabric and give the customer a good match, that is huge for us.”

Service describes a recent customer sample that MetaVue really helped with. “It was a triangular sliver from a fence post,” he says, “with the color on one side. We were able to get a perfect match on the first try. This is due to MetaVue’s ability to accurately measure glossy, curved, textured and other odd-shaped surfaces. It also

allows a vertical measurement, where the previous instrument was only able to operate horizontally. In addition, being able to control the measurement action from the instrument’s screen is a big bonus, especially when measuring larger items. Before, you had to try to balance the object, target the area, and reach over to click the mouse for the measurement. Now it is all controlled directly on the instrument.”

### **Better Serving the Local Community’s Paint Needs**

Another advantage of the combination of the X-Rite MetaVue and its retail-paint-specific ColorDesigner PLUS software is the ability to store customer files to quickly pull up recipes and easily mix paint if they need more. Banadyga adds, “We have a dozen years of customer records, more than 10,000 of them, and believe it or not, sometimes customers go back that far with their paint requests!”

Being located a few miles from Calgary, Banadyga said that customers will often go into Calgary to shop and bring back competitive paint chips. “They prefer to buy their paint locally,” he says, “because they love the quality of our paint and our great service. Also, if there are issues, or they need more paint, we are right here in the community to help them. That’s another reason the X-Rite solution is great, offering us the ability to easily match competitive colors from right within the software.”

ColorDesigner PLUS makes it easy for Strathmore to keep its Home Hardware proprietary color database up to date. “Our headquarters is quite aggressive in developing new colors,” Banadyga states. “They forecast color trends and provide us with new designer series colors every six months, and every three years we get a complete program update. We’re able to keep all of that in the database for fast, easy access. Plus the software lets us recommend harmonizing colors for paint or accessory items, providing more value to the customer and boosting sales.”

Service also likes the stylish design of the MetaVue. “It’s very 21st Century,” he says. “It looks great on our paint counter and impresses our customers. And it has 50% more accuracy and ease of use than older models. Plus, we basically were able to use it right out of the box!”