

# X-Rite MetaVue™ Helps California Paints Dramatically Improve the Process to Achieve Color Perfection



**Industry:**  
Paint



**Location:**  
Andover, Massachusetts, USA

## Challenge

California Paints was not satisfied with their first try formulation accuracy. According to Margaret Sargent, Color Lab Manager, "We were wasting too many gallons of paint because of incorrect formulations. When we heard about the new X-Rite MetaVue, we decided to give it a try. We're glad we did!"

## Solution

After seeing the initial results – faster color formulation (about 80% within the first try!) and reduced waste – California Paints started creating all their in-house formulations with the MetaVue, an incredibly accurate non-contact imaging spectrophotometer for retail paint matching. Offering live video, the MetaVue delivers precise digital targeting for easy color selection, even on textured and multi-colored samples, for exact color formulation.

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*"With MetaVue, I can formulate specific colors, then shoot the formula without being afraid I'll waste the whole gallon. This saves us a lot of wasted paint."*

**~ Jorge D'Ascensao, Color Lab Supervisor, California Paints**

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## Results

Since switching to MetaVue, mistints are rare. When they do occur, they can be easily remixed instead of wasted. California Paints is so impressed with the accuracy and efficiency of the MetaVue, they are encouraging their dealers to switch, too.



“For us, the bottom line is accuracy. Formulate the perfect color the first time, no waste. This is what we look for when we choose a color measurement instrument, and the MetaVue is the best one we’ve ever seen.”

This is high praise from Jorge D’Ascensao, Color Lab Supervisor at California Paints. He has been formulating paint for over 40 years, and he takes color accuracy very seriously. He wants his dealers to be able to handle each paint color request with confidence and ensure the highest level of accuracy and satisfaction for their customers.

California Paints is a brand of ICP Building Solutions Group, the foremost supplier of professional products and solutions for building envelope, cementitious and sports surface needs. Located in Andover, Massachusetts, California Paints has been the leading innovator in the paint industry for over 80 years, producing high quality interior and exterior paints as well as industrial and specialty products. Comprising dozens of industry-leading brands, across numerous industries and applications, ICP Building Solutions Group offers the industry’s most comprehensive portfolios to building professionals all over the globe. Their customers are very important to them, and they want to help paint store associates achieve perfect color matches and fast customer service at the counter.

### **Fewer Mistints**

What competitors may send out the door as “close enough,” D’Ascensao will remix until it is perfect. In the past, this meant throwing away gallon after gallon. Now, thanks to MetaVue, if a color is not perfect it can usually be remixed without waste.

According to D’Ascensao, “If you overshoot the color, you have to throw away the whole gallon. With MetaVue, colors don’t come out crazy dark. If it isn’t perfect the first time, we usually have to go darker, which is OK because we can fix that. MetaVue gives you a very close color on the first shot. And if it’s not right on the money, it’s easy to adjust.”

### **Accurate Measurement of Difficult Samples**

Customers often bring in hard-to-measure samples, like chips of paint, wallpaper, or decorative pillows, and ask for a paint color that

matches the inspiration item. MetaVue’s adjustable 2mm to 12mm aperture size can measure even the smallest surface area, and the smart spot feature can pinpoint dominant colors. The on-board, full-color, imaging camera even considers the impact of texture and other appearance effects that typically skew measurements on materials like wood, carpet, vinyl, and fabric for an incredibly accurate formulation on the first try.

According to D’Ascensao, “I love to show our dealers how MetaVue can target specific colors from a multi-color sample like fabric or wallpaper and actually let the customer choose from three or four color options from right on screen. It’s very impressive!”

### **The Right Colorants for the Job**

MetaVue integrates with X-Rite ColorDesigner PLUS for formulation and accurate paint recipes. It automatically applies colorant combination rules based on each job to select the best colorants for exterior and interior colors. ColorDesigner PLUS also stores custom paint recipes for repeat customers, providing an excellent customer experience.

According to Sargent, “MatchRite loads all of our colorants into the system and applies rules for colorant combinations. MetaVue then creates recipes based on that information. Having this improved color matching database, combined with the remarkable match capability of MetaVue, has been extremely helpful for us.”

### **An Investment with Fast ROI**

California Paints is so thrilled with MetaVue that they are showcasing it as part of their company tours and bringing dealers into their paint color lab for demonstrations: “We are telling everyone about MetaVue,” D’Ascensao says. “We say that it may cost you a little more up front, but you make that money back fast because it’s so accurate and you’re not wasting paint. Many of our dealers are so impressed and have already bought it.”