Any Color • Any Paint • Anywhere

"Savvy paint retailers know they're not just selling paint -- they're selling color" (PDRA magazine April 2018)

Often the color that a paint customer desires is a color offered by a competitor or a unique, custom color. For such customers, retailers need a formula that produces a very good visual match for that color expeditiously.

Current retail color formulation systems require expensive spectrophotometers that, at best, provide a good starting point. They do not provide an accurate one-shot formula for getting a satisfied customer out through the door. Another approach used by many retailers is to start with the closest known color and correct from there. The results of this iterative method are unpredictable and the process wastes paint through multiple tries. What is worse, the whole process consumes considerable time cutting into the retailer's bottom line.

The unique, cloud-based ColorEyeQ Color Formulation Service results in an excellent visual match for any color the customer wants in any paint line of a participating manufacturer. This enables a manufacturer and their retailers to compete more effectively without expensive, complex hardware or wasted effort and unpredictable results. This Service is ***accurate, affordable, easy to use,*** and is ***proven*** over many years of field use***.***

ColorEyeQ Color Formulation Service

The ColorEyeQ service comprises:

1. A Color Capture Device that is rugged, accurate, and affordable. It is easy to use and maintenance free. Each device has a unique ID and is individually characterized by ColorEyeQ to ensure excellent results.

2. The ColorEyeQ Cloud Server which accommodates retailer-specific workflows, portable field use, and supports manual or automated dispensing of small samples or full size paint orders. Manufacturers can securely manage information and define access privileges for all levels of users via built in software.

3. The ColorEyeQ Formulation Hub that is the interface between the color capture device and the server.

ColorEyeQ is uniquely able to enhance an inexpensive color reader and build upon a manufacturer's prescription database using proprietary techniques to optimally fill in gaps in the color space. This results in a formula that produces an excellent visual match for any color in one shot without trial and error. Further, with use, our machine learning techniques improve the resulting accuracy. ColorEyeQ Color Formulation Service was designed to increase customer satisfaction thus enhancing the top and bottom line of the manufacturer and the retailer.

ColorEyeQ in the field

The ColorEyeQ Service is already proven in the field with many retailers and several paint manufacturers, who have been using it for over 10 years with great success. References and case studies are available upon request.

Video and Contacts

To understand how ColorEyeQ Color Formulation Service works click on ColorEyeQ Video and use the password **Colors** for access. If you are a paint manufacturer please call either **Carl Minchew** at **(973) 493 0953** or **Kicha Ganapathy** at **(908) 578 5100.** If you are a retailer interested in the Service, please email to info@coloreyeq.com with pertinent details for us to respond to your queries.

ColorEyeQ Color Formulation Service at a glance
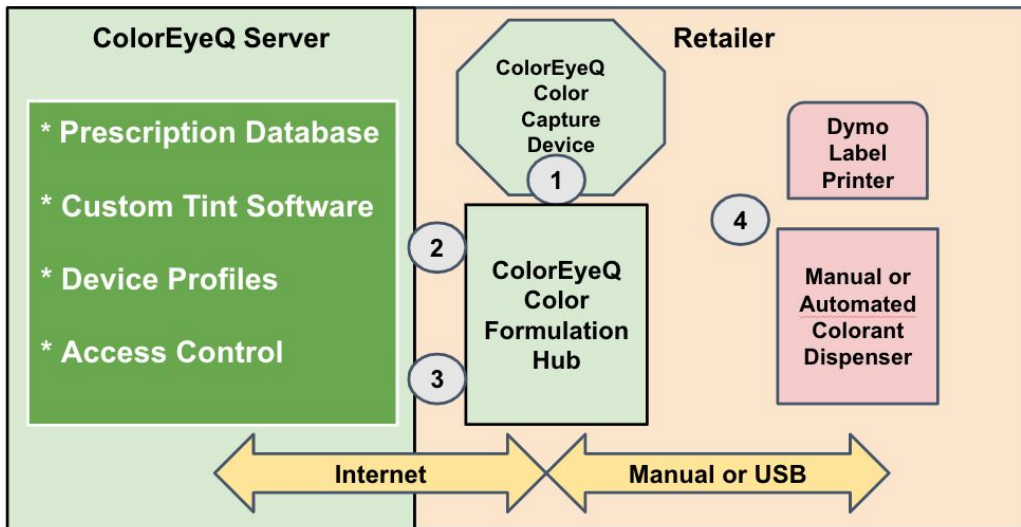
1. Capture a color with the ColorEyeQ Device connected to the Hub

2. The Hub sends the query and relevant data to the ColorEyeQ Server

3. The ColorEyeQ Server calculates the formula and sends it to the Hub

4. The Hub enables printing of labels and dispensing of paint

ColorEyeQ Hub and the ColorEyeQ Device

Howard Rice of Picture Rocks Hardware is using the ColorEyeQ Color Formulation Service to do custom tinting