

WHAT IS A COLOR STANDARD?

A color standard is an exact representation of color and gloss level you want us to match. It's a communication tool, a visual example of the requirements you expect us to meet. We use it as the exact target for our color match. You use the same standard to evaluate our product when it arrives.

COLOR STANDARDS GUIDELINES

Optimum Size: 3" x 5"

Optimum
Standard Base: Metal

Finish: The coating finish should be smooth (no runs or sags) and represents the exact color and gloss you want matched. The side to be matched should be clean, free of writing, stickers or paint spots. If any numerical color or gloss requirements exist, they should be marked on the back of the standard.

Quantity: Two, one for Raabe Corporation and one for your reference.

COLOR STANDARDS



A QUESTION AND ANSWER
GUIDE WHICH WILL PROVIDE
YOU WITH AN ACCURATE
COLOR MATCH

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ACCURATE COLOR MATCHES BEGIN WITH GOOD STANDARDS

- ❑ Q: What does a good color standard look like?
A: *A good color standard is an evenly coated metal panel, 3" x 5" in size. It has coverage that completely hides the metal underneath. The coating finish should be smooth (no runs or sags) and represents the exact color and gloss that you want matched. The side to be matched should be clean, free of writing, stickers or paint spots. If any numerical color or gloss requirement exists, they should be marked on the back of the standard.*
- ❑ Q: Can I send a piece of my product as a color standard?
A: *A production piece may be acceptable, however, we both know production coatings can vary from one batch to another. The variation will affect the accuracy of our color match. The piece you send us as a color standard for your first order may not be accurate for your second order.*

The best color standard is identical to the one used to evaluate your production coatings. Often these can be obtained from your coating supplier. In this ideal situation, all three of us will be using the same standard for evaluation.

When a production piece is the only possible standard, we would like you to cut it in half. Send us one piece and keep the other for yourself. Now we both have identical standards for reference.

The next time you get ready to order, take your half of the production piece and compare it to what is currently being run. If there is a color difference, you need to send us a new color standard.
- ❑ Q: What should I use to evaluate your color match?
A: *It is critical that we both refer to an identical standard. If you can't get two color standards, cut the one you have in half. Keep half of the standard for yourself and send us the other half. Now when your paint arrives, you can easily check our match by comparing it to the standard you've kept.*
- ❑ Q: How often do I have to update my color standards?
A: *We use color standards in a production environment. They will deteriorate. We will request new color standards every two years, but don't hesitate to update them more frequently.*

It is very important to send us a new standard whenever the color of your production coating changes. Even minor changes in the color of your OEM finish will have a big impact on the accuracy of our color match. Up-to-date color standards will ensure accurate color matches.
- ❑ Q: Can I send paint flakes or shavings of the color I need?
A: *No, these are not large enough to be accurately evaluated. To be workable, a color standard must be flat and at least 2" x 2" in size. If you don't have a workable standard we will help. Contact your service representative to determine the best way to make a usable standard.*
- ❑ Q: Can you match standards that are not prepared on a metal base?
A: *Contact your sales service representative before sending a nonmetal color standard. When the color standard does arrive, we will have our color match department evaluate it to determine match feasibility. Through communication and feedback, we will establish a system for doing your color match.*
- ❑ Q: Why is the light source my product will be viewed in important?
A: *The three primary light sources, daylight, fluorescent and incandescent, play an important role in color matching. We will match your color in daylight, unless otherwise specified. Sometimes, a customer's color standard and our paint will match in one light, but yet not match in another light source. This is known as metamerism. Metamerism is caused by the pigment difference in your coating and our paint system.*
- ❑ Q: Can you match a smooth finish using a textured sample?
A: *This is an option. However, please contact your service representative first to discuss the characteristics of your textured standard.*
- ❑ Q: Why should color standards be metal?
A: *Color standards are used in a production environment. Metal standards have proven to be the most durable.*
- ❑ Q: Can I send liquid paint as a color standard?
A: *This is an option; however, contact your sales service representative first for details.*
- ❑ Q: What equipment do you use to evaluate and match color?
A: *Evaluation and basic formulation of color is done using a Color computer. Color standard gloss readings are taken using a gloss meter and color match samples are viewed in a light booth.*