

Best Practices for Retail Color Matching with the Color Preview Color System

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It is important to use the proper mix of colorants to get the best performance for a particular color. The colorants selected for a specific color can make a significant difference in the following product properties:

- Appearance
- Color-match in different lighting
- Cost to produce
- Hide
- Durability
- Ease of reproducibility

When matching colors, there are a few important points to remember. The following guidelines will help save money and enhance durability in custom mixed colors:

- Use the Color Computer Matching System (CCMS) to develop color matches; it will select the best colorant combinations to achieve a given color.
- Follow the recommended maximum colorant addition for each base; over tinting will hurt performance.
- If you match by “eye,” start with a system color that is visually close and use the same colorants to adjust. Adjust the color only with the given colorants if possible.
- Most colors can be achieved with up to three colorants, plus White, if needed. While a mixture of many colorants can be used artistically to create interesting “full spectrum” colors, the risk of encountering problems is high. Using the minimum number of colorants to make a color can help avoid creating colors that appear too neutral or that are expensive and difficult to reproduce. White can be added to any prescription to lighten a color it is considered the same as adding more paint to the can.
- Because the pigments used to produce colorants have different performance characteristics and vary in cost, use the following guidelines to get the best combination of cost and performance:
 - a) First choice colorants
 - i. Oxide Yellow (OY)
 - ii. Oxide Red (RX)
 - iii. Black and Gray (BK and GY)
 - iv. White (WH)
 - v. Brown (BR)
 - b) To adjust tone or when the basic color requires it
 - i. Bright Blue (BB)
 - ii. Thalo Green (TG)
 - iii. Magenta (MA)
 - c) When needed to achieve color or tone
 - i. Yellow (YW)
 - ii. Red (RD)
 - iii. Orange (OG)

- Avoid opponent color matches that use YW, RD and OG colorants in combination with TG or BB in exterior products. Since these combinations result in gray, use BK or GY instead. Avoid using:
 - o TG with OG, RD or YW
 - o BB with OG, or YW

If you have additional questions about color matching, please contact your Color Technology Rep or call (800) 809-9213