



PAINT COLOR MATCHING

Made Easy With MatchRite



Retail Paint



**X-Rite...
Accurate Color, On Time, Every Time.**

*Our easy-to-use color measurement
and retail merchandising solutions
help merchants increase sales,
efficiency, and profits.*

W Series

The W Series of retail paint solutions make life easier for you and your customers while eliminating selection and formulation problems. Through software and countertop and portable measuring devices, and PC-based programs, W Series from X-Rite is the perfect solution for accurate color, on time, every time.

W80

The W80 Series offers the best equipment in color matching, the MatchRite iVue, a versatile non-contact spectrophotometer with dual aperture sizes of 12mm and 6mm for color matching. The MatchRite iVue is revolutionary in its ability to measure almost anything, like wet paint samples and large bulky objects. This easy-to-use spectrophotometer increases in-store uptime, while reducing service cost and overall cost of ownership. Also included in the W80 series is ColorDesigner® PLUS, a versatile color matching software solution that allows for quick and easy color matching for customers. In addition, a computer, monitor, and label printer are also available in some of the W80 packages.



WS70

For those needing spherical geometry measurement at their paint counters, the WS70 Series offers the ideal solution. All WS70 Series packages feature the Ci4100, the compact sphere countertop spectrophotometer created with improved speed and accuracy of paint formulation in mind, with superior measurement performance that results in reduced mis-tints. Also included in the WS70 Series is ColorDesigner® PLUS, the versatile color matching software solution that allows for quick and easy color matching for customers. Multiple packages are available with options for computers, monitors and label printers.



WS60

For those needing a portable spherical geometry measurement solution at their paint counters, the WS60 Series with the Ci61+RTL is the ideal solution. The Ci61+RTL is a portable sphere spectrophotometer, available in all WS60 packages, that provides a versatile solution for paint matching on a wide variety of sample sizes, shapes, textures, and opacity levels. Also included in the WS60 Series is ColorDesigner® PLUS, the versatile color matching software solution that allows for quick and easy color matching for customers. The WS60 Series is available in a variety of configurations. Choose the one that works best for your paint counter.



W20

The W20 Series provides an easy and affordable way to introduce computerized color matching at your paint counter. It lets you reap all the benefits of a high-tech system at a lower start-up cost. These solutions are ideal for lower-volume paint retailers who want to provide top notch color matching services to their customers. The W20 Series is a complete solution for retail color matching, featuring the RM400, an easy-to-use 45°/0° tethered handheld spectrophotometer, and ColorDesigner® PLUS, a versatile color matching software solution. A computer, monitor, and label printer are also available in some of the packages.



ColorDesigner® PLUS

ColorDesigner PLUS software is a customer and retailer friendly color matching software solution that produces expert results using a flexible, adaptable workflow. ColorDesigner PLUS expedites and refines the paint selection process, eliminating wasted paint and needless formulation errors. It connects to any paint dispenser, and it allows you to mix your customers' colors in the paint product they want. With one efficient solution, your paint department becomes a color design center.

Key Features:

- Designed expressly for point of sale applications.
- Simplifies color searches and matching.
- Easy entry of color information.
- Choose additional or complementary colors without respecifying the initial color.
- Customize and save customer paint orders.
- Minimize or eliminate formulation errors.



Keeping Up Appearances

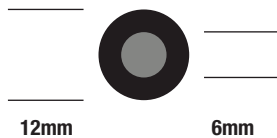
X-Rite's color matching solutions for the **retail paint** market make life easier for you and your customers by ensuring **accurate color** matches, while eliminating selection and formulation problems. From independent paint and hardware stores to the largest mass merchants, **businesses** world-wide choose X-Rite color matching solutions. Our easy-to-use color measurement and retail merchandising **solutions** help merchants increase sales, efficiency, and profits. Through complete **turnkey** systems, instrumentation with countertop or handheld spectrophotometers, **portable** matching devices, software and support, X-Rite has the **perfect** solution for your paint counter.

MatchRite iVue

The MatchRite iVue is a versatile non-contact spectrophotometer offering dual aperture sizes of 12mm and 6mm for color matching. The MatchRite iVue is revolutionary in its ability to measure almost anything, like wet paint samples and large bulky objects. This easy-to-use spectrophotometer increases in-store uptime, while reducing service cost and overall cost of ownership.

Key Features:

- Line of Sight™ sample viewing provides fast and easy measurements on any sample, even those odd-shaped, large or bulky samples.
- Unique Active Visual Targeting™ ensures precision measurements by allowing you to target the exact spot you want to measure.
- Innovative LED spectral engine delivers superior color match, especially on reds, blues and dark colors.
- Measures one and a half inches from the sample surface, keeping the fully sealed optic lenses clean and free of wet paint and reducing service costs over the life of the instrument.
- Calibration once a week improves in-store uptime and delivers a better customer experience.
- Switchable large and small measurement spot sizes with the click of a button, and no need to recalibrate between the two.
- Dual Aperture Sizes



MatchRite iVue Stand

The iVue stand consolidates the chip clip, sample holder, and black mat into one piece. The stand is rugged enough for your active paint department and will help keep you organized and more effective.



Ci4100

The Ci4100 sets the new standard for performance and features in an easy-to-use compact sphere countertop solution for retail paint matching for a higher degree of formulation accuracy. A reliable and accurate countertop spectrophotometer that serves as the foundation for operations, the Ci4100 improves speed and accuracy of paint formulation, provides easy sample targeting, and stands up to the harsh retail environment.

Key Features:

- Sphere geometry measurement.
- Improved speed & accuracy with a reduction in mis-tints.
- Sample targeting with viewing via sample arm.
- Built-in white calibration standard; no loose parts to misplace.
- Rugged design stands up to harsh environments.
- Remote trigger for hands-free measurement.



...We needed **exceptional** colour measurement and data management. **X-Rite** provided the **instruments** and support that we needed to do something **out of the ordinary.**"

—Gareth Hayfield,
Head of Research and Technical Development, Farrow & Ball Ltd

Ci61+RTL

Fast, accurate measurement of walls, carpeting, paint chips and other inspirational items saves time and reduces waste in the paint matching process. Both contractors and paint retailers will appreciate the portable convenience and ease of use of the X-Rite Ci61+RTL portable spectrophotometer — on the job site, in store or anywhere inspiration needs to be captured.

Key Features:

- Easy menu navigation with large color display and touch controls. Screen lock prevents accidental measurements and loss of data.
- Flip-back measurement shoe and remote instrument trigger for easy access to difficult-to-measure surfaces.
- Correlated 60° gloss value delivers sheen identification and paint matching recommendations via remote connection.
- A rugged, ergonomic design that is easy to hold. Its carrying case offers protection and makes the Ci61+RTL easy to take anywhere.
- Powered by standard Li-ion batteries; optional external dual bay battery charger and spare batteries available.



Ci62L+RTL

Contractors, property managers and anti-graffiti workers can use the handheld, battery-powered Ci62L+RTL spectrophotometer to obtain precise color data on-site from virtually any surface. Paint shops can use this captured data to prepare custom-mixed paint with confidence that matches will be spot-on. The Ci62L+RTL can also be used to compare repaired areas with original background colors for exceptional quality control.

Ci51

A versatile instrument for reliable retail paint matching applications on a wide variety of sample sizes, shapes, textures. The unit can be used as a tethered handheld device or mounted for small footprint benchtop use.

Key Features:

- Easy to Operate.
- Measurement Integrity Enhanced.
- Accommodates Wide Range of Samples and Sizes.
- Quick, Accurate Reads.
- NetProfiler®3 Enabled.



RM400

The RM400 is a simple to use, lightweight spectrophotometer that allows the user to take 45°/0° spectral measurements while tethered to a PC.

Key Features:

- Compact, rugged and reliable.
- Consistent, accurate readings.
- 45/0° measurement geometry.
- Measures samples 1/2" or larger including paper, plastic, fabric, painted surfaces and many others.
- Virtually no maintenance required.



Efficiently covering **millions** of square feet of graffiti each year requires the kind of **fast paint matching** delivered by the X-Rite **Ci61 spectrophotometer** and **ColorDesigner PLUS Software.**"

—Thomas Corrales,
Head Paint Engineer, City of Los Angeles

CAPSURE

The revolutionary handheld color measurement tool that accurately reads color on a wide range of surfaces and materials to produce a precise match with any of thousands of colors from available electronic fan decks. CAPSURE is lightweight and easy to use. With minimal training, paint department employees can help customers identify colors on walls, carpets, furniture, flooring, clothing — virtually any inspirational object. CAPSURE can also isolate colors within a multi-colored pattern for developing matching or complementary color palettes.

Color information can be recorded and saved for selecting accent colors or downloaded for in-store paint mixing. The CAPSURE technology expands color and appearance reality through accurate color representation, measurement and simulation using this portable, easy-to-use device.

Key Features:

- Intuitive, operable with minimal training with onboard tutorial.
- Identifies colors from a wide range of surfaces, materials and fabrics, including accurate reads from multi-colored patterns.
- Goes wherever you need to go; lightweight and powered with a USB rechargeable battery.
- Stores up to 100 measurements and features a built-in microphone to create an audio record for each color.
- Proprietary, one-click color matching system accurately identifies color components; quickly cross check the best matches between color collections.
- Unit can be updated with all the latest color collections; desktop software allows for easy synchronization and addition of new collections.
- Includes your specific or a standard selection of paint fan decks.

CAPSURE also comes in a version with Bluetooth connectivity (available in compliant countries only), making it even easier for you to connect with customers. With CAPSURE™ Bluetooth®, X-Rite's proven CAPSURE color measurement system can connect wirelessly with Apple, Android, and desktop applications to give you a color management edge anywhere and everywhere you need to be. And you can make this technology exclusive to your business with an SDK software development package that allows you or your partners to design your own applications and integrate the features of CAPSURE over a Bluetooth® wireless link.



A Full Line of In-Store Color Matching Solutions

X-Rite is a world leader in color measurement, management, and communication technology for retail applications.

Systems. From countertop units to PC-linked systems for individual or multiple departments and/or multiple locations. Packages include PC, monitor, countertop or hand-held instrumentation, and label printer.

Instrumentation. X-Rite spectrophotometers are available in a range of sizes to provide precise color measurement of wood, plastics, metals, and a wide range of fabrics.

Software. A choice of packages provides in-store options from basic formulation to full-featured, interactive systems for customer-directed color palette selection.

Support. X-Rite maintains a worldwide network of sales and technical support personnel to help you evaluate and implement an in-store color measurement system best suited for your budget and customer base.