

X-Rite Retail

Colour Your Vision



Market Driven Solutions for Retail

Consumer research has proven that over 80% of home décor decisions are driven by colour. Colour evokes consumer response on many levels, and many choices are inspired by mementos and other favoured items already in the home.

Consumers are looking for tools to help them make the right colour choice – easily, simply, inexpensively. X-Rite solutions can help them make their colour choices with confidence.

X-Rite

X-Rite is the global leader in colour science and technology. The company, which now includes design industry colour leader Pantone, Inc., develops, manufactures, markets and supports innovative colour management solutions through measurement systems, software, colour standards and services.

X-Rite's expertise in measuring, formulating, communicating and matching colour helps users get colour right the first time and every time, which translates to better quality and reduced costs.



X-Rite Retail Solutions for colour at your point of sale (POS) can ensure that every customer wish can be fulfilled faithfully and efficiently.

The X-Rite Retail concept encompasses a three-tiered approach to simplify the process of choosing and matching the right colour:

- Integrated user-friendly matching software
- Visualisation tools
- POS dedicated hardware

These elements are combined in an easy-to-learn system that will have your sales team up and running quickly with minimal training required so that they can begin facilitating colour decisions for customers, providing rapid return on your investment.



How Does it Work?

1 Capture Colour



Measure colour samples at your point of sales with a simple to use, lightweight spectrophotometer that provides versatile, fast, and accurate colour measurement.

- Works anywhere in the store – in a kiosk, in front of or behind the the counter
- Measures samples including paper, plastic, fabric, painted surfaces, and many others
- Virtually no maintenance required

2 Make Your Dream A Reality



Original photo from a digital camera



X-Rite PersonalDesigner helps customers who are choosing paint colours to visualize what their project will look like. It's a dynamic software package that gives customers the freedom to visualize their room virtually in photo-realistic, living colour – complete with complementary décor accents. Once the customer has chosen the colours they want, the system searches the closest colours from your fandeck and projects them on the selected surfaces in the picture by means of a few simple clicks of the mouse.



3 Time for Paint



Simulation of selected colour



Point. Click. Match.

MatchStik Connect is an innovative, handheld color matching tool that is faster and more durable than paper-based fandeck color systems. MatchStik Connect enables you to measure color from virtually any surface and find a fandeck match from more than 20,000 colours stored in the database. It also gives you the ability to update fandecks as frequently as needed. With allowances for either matte or glossy finish, MatchStik Connect provides an accurate colour read in 2 seconds and stores up to 20 colour readings.

Seeing is Believing

Never is this more true than with paint customers. They want to see how the walls will look with paint on them, the molding with an accent colour, and window and door frame accents. X-Rite solutions allow them to do just that – virtually – so they can get a real idea of what the finished room will look like. They don't have to waste time trying colours that don't work – they get what they want the first time, every time. And that's value you can price!

Accurate Colour the First Time, in Time

X-Rite's family of products – for both in front and behind the counter – makes life easier for you and your customers by eliminating selection and formulation problems. Our retail system concepts help paint shop owners and employees become colour experts instantly. Through software, countertop, and portable measuring devices, and easy-to-use computer programs, X-Rite solutions mean you get accurate colour the first time, every time.

A Helping Hand to Get You Started

X-Rite provides different training solutions through a Web-based training portal (www.measureitrite.com), Host On-Line seminars and on-site trainings. All courses can be customized to your specific needs and at your convenience.

Global Network

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

From Zero to Colour in No Time



ColorDesigner is a universal dispensing software containing formula books and dispensing functionality that can be complemented with palette search functionality, matching module, paint tips and many others. It helps build user and customer loyalty and repeat business.

X-Rite is a world leader in colour measurement, management, and communication technology for retail applications. Our family of products makes life easier for you and your customers by eliminating colour selection and formulation problems, which result in a faster, better result for the customer every time.



Components of X-Rite's POS Matching System

ColorDesigner

A flexible and multi-brand dispenser software system with additional modules for colour look-up, or even full formulation matching.

PersonalDesigner

An interactive program that gives customers the freedom to virtually paint their room – in photo-realistic living colour, complete with complimentary décor accents, before they make a paint purchase. Pre-defined colour palettes and trend colours heighten the experience and simplify choices.



HH400X

This simple to use, lightweight 45°/0° geometry spectrophotometer allows the user to take spectral measurements and do a colour search through the formula book in the dispenser software.

HH600X

A precision, compact sphere spectrophotometer designed to accurately measure colour samples on a countertop.

Portable 500 series

These portable, sphere and 45°/0° spectrophotometers are designed for remote measurement of substrates on the customer's job site. Measures samples 1 cm or larger.

CounterTop 700/750

Depending on your preferences and your retail paint database, we'll help you choose right spectrophotometer, a sphere or 0°/45° geometry.

Prosumer Portables

MatchStik Connect

This innovative, handheld colour matching tool is faster and more durable than paper-based fandeck colour systems. MatchStik Connect measures colour from virtually any surface and finds its fandeck match with allowances for either matte or glossy finish.



Instrument Connectivity*

	HH400X	Portable 500 Series	HH600X	Countertop 700	Countertop 750
X-Rite ColorDesigner v.7	•	•	-	•	•
X-Rite ColorDesigner v.10	•	-	•	•	•
X-Rite PersonalDesigner	•	-		•	•
Fast & Fluid Prisma	•	•	•		
CPS ColorComposer	•	•	•	-	-
Corob	•	•	•	•	•
Largo Tint	•	•	•	•	•

*Please contact your X-Rite representative to confirm versions supported

Would you like more information? Contact us!
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right on color