



COLOR EXPRESS™ FOR SIGN APPLICATIONS

COLOR MATCH WITH EXCEPTIONAL
SPEED & SERVICE



SHERWIN-WILLIAMS®

oem.sherwin-williams.com or call (855) 806-6846



PRECISE COLOR MATCHES FOR SIGN COATINGS ON DEMAND

Color matching is challenging. The typical process of using a fan deck to match a color and then sending the color to your paint supplier to get it matched or creating the match yourself onsite with a mixing bank – all before winning the business – takes time. You and your customers may not have the luxury of time, and when time is money, speed is everything.

The Color Express program from Sherwin-Williams enables sign builders and finishers to achieve great color matches for sign applications, even when time is limited. The program uses an accurate, handheld affordable digital matching tool – the ColorReaderPRO – to quickly find the closest color match to powder products, or liquid and sign coatings that can be mixed onsite through a mixing bank or at a local Sherwin-Williams facility. The results from the ColorReaderPRO can be viewed digitally on a mobile device via the ColorReaderPRO app and/or through a physical

chip from a Sherwin-Williams fan deck to ensure an acceptable match. The app will indicate which fan deck color is the closest match. The colors are also connected to the Aurora Color System™ web-based program, which ensures accurate and consistent color matches every time – saving you time and money.

Instead of using individual discretion to identify the closest color match with a fan deck, the Color Express program allows you to find color matches with a proven tool. The program used together with mixing banks onsite or at a local Sherwin-Williams facility makes it easy and seamless to find and produce the closest color match for sign coatings. This quick and efficient process enables you to respond to your customers' urgent standard or custom color match needs faster and win more business, without having to carry additional inventory.

DIGITAL SUPPORT FOR COLOR MATCHING

ColorReaderPRO BY DATACOLOR

The ColorReaderPRO is an easy-to-use handheld color matching and measurement tool that allows professionals to match and measure sign colors quickly, safely and conveniently. This portable device works stand-alone or through the Datacolor ColorReaderPRO mobile application to provide enhanced features, such as additional color information or fan deck visualization, on a mobile device. The ColorReaderPRO is simple to calibrate onsite and comes loaded with Sherwin-Williams in-stock sign application products so you can start matching on day one.

FEATURES & BENEFITS

- Save time and money by quickly matching colors
- Increase safety through reduced time spent on ladders or in unsafe environments
- Eliminate the need to carry a bulky fan deck with a direct link to in-stock sign coatings
- Accurately match standards or revamp a sign with a new standard
- Easily find matches for signs that are faded from prolonged UV and weather exposure
- Determine the ideal color matches for touch-up purposes

THE AURORA COLOR SYSTEM™

The Aurora Color System cloud-based application ensures color consistency across locations. The system contains thousands of pre-matched industry colors in a full range of gloss levels and can be linked to the ColorReaderPRO for accurate color matches every time. The system provides innovative tools that keep you up to date with evolving trends and in control of customization, inventory and product knowledge. Industry trends for branding colors are also constantly updated and added to the system's color library. Aurora's software is an unmatched resource for color management and offers:

- Ability to share formulas across locations and computer systems
- Ability to track material usage and inventory levels
- Access to an expanded formula library with color trends updated annually
- Ease of locating formulas utilizing simple search boxes
- Management of productivity by tracking batch cycles
- Quality control functionality, although with the Color Express system it should not be needed

HOW THE COLOR EXPRESS PROGRAM WORKS:



Purchase the Sherwin-Williams ColorReaderPRO powered by Datacolor through your local sales professional or facility.



Use the one-click device to find the closest color match to an in-stock product that's readily available.



Obtain your color match either onsite using a mixing bank or at a local Sherwin-Williams facility.

BRING COLOR TO LIFE WITH THE SIGN COATINGS FAN DECK

ColorReaderPRO supports the Sign Coatings Fan Deck, which includes 1,682 liquid colors. These colors were created specifically for sign coaters and hand-matched in our GENESIS® Lustral™ coating for both high gloss and standard colors. All formulas are available in the Aurora Color System.

Sherwin-Williams has liquid blending capabilities and stocked powder coatings ready and nearby for your most urgent color match needs in 77 facilities across North America. For optimum flexibility, an internal mix bank can match and mix colors in-house using a system designed for any batch size – helping to minimize waste and simplify the mixing process.





COLOR EXPRESS™ FOR SIGN APPLICATIONS

COLOR MATCH WITH EXCEPTIONAL SPEED & SERVICE

For more information on our Color Express program for liquid and powder coatings, visit our website at **oem.sherwin-williams.com** and fill out the Contact Us form, or contact your local sales professional or facility.

At Sherwin-Williams, we think about coatings differently, continuously seeking the perfect solution to help your products win over your customers. Whether you need to match a color from a sign installed 10 years ago, technical support to improve your operations, or the perfect color match for a customer with a national brand— we are here to help. We are Sherwin-Williams General Industrial Coatings, and we are obsessed with giving you the competitive edge.

oem.sherwin-williams.com or call (855) 806-6846

© 2020 The Sherwin-Williams Company
GI-279429-02-BR 11/20