



# Color Match Challenges

# Color Match Challenges



**Is there such a thing as a perfect color match?**



## Not Likely!

Most of the time close, but not perfect.

Companies that advertise “exact color match”  
are misleading consumers.

Read on...

# Color Match Challenges



The following pages will walk you through the reasons why color accuracy is not always certain, and what you can do to address color matching challenges.

# Why is it difficult to get an exact/perfect color match?



## Reason #1 > You're not using Factory OEM Paint.



Most OEM Factory Paint operations involve Robotic Paint Application, and High Bake (350°). And, entire car bodies are being painted.



Aftermarket painting operations cannot bake at 350° or apply with Robots. And, most repairs are spot or panel painting.

**Different materials are needed for these two different painting environments. If the vehicle was painted with one material, and repaired with a different material, you can expect some degree – perhaps a large degree – of variation.**

# Why is it difficult to get an exact/perfect color match?



## Reason #2 > There are no less than 20 Aftermarket Paint Suppliers trying to match one OEM Paint Standard.



- One OEM Paint Supplier will be awarded the color for a specific vehicle brand and model. That OEM Supplier will supply a color “Standard” for Aftermarket Paint Companies to use for color matching.
- There are more than 20 different Aftermarket Paint Companies all trying to match the OEM Paint Standard.
- All of the Aftermarket Suppliers use different procedures and different tools. Some do a better job than others getting creating a color match that is very close to the standard.

**Touch Up Zone uses a Premier Global Aftermarket Paint Manufacture who is OEM approved by all the major OEM Car Companies (BMW, Mercedes-Benz, Porsche, VW, Audi, Jaguar, Chrysler/FCA, GM, Ford, Toyota, Nissan, Subaru, Kia, Hyundai, et al.)**

# Why is it difficult to get an exact/perfect color match?



## Reason #3 > New color formulations are getting more complicated.



- Henry Ford made famous the saying: “A customer can have a car painted any color he wants as long as it’s black”
- Today, the variety of paint schemes has exploded into thousands of different hues and colors that incorporate special metallic, pearlescent, Xirallic and special effect (color shifting) pigments.
- Matching these more complex colors used at the factory is an increasing challenge for the Aftermarket Paint Supplier.

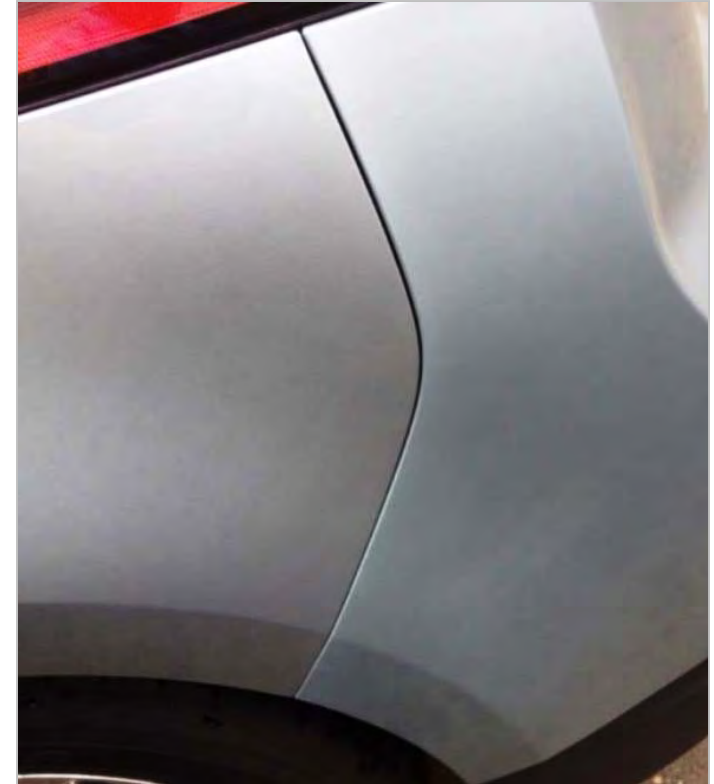
**The Touch Up Zone Intermix System incorporates the latest advances in Pigments, Metallics, Xirallics, and Pearlescents.**

# Why is it difficult to get an exact/perfect color match?



## Reason #4 > Plastic Parts don't always match the Metal Car Body.

- You may have noticed that your Bumper (made from plastic) may or may not match the steel Car Body. That's because plastic parts (bumpers) are painted separately from the steel Car Body (plastic can't take the 350° bake that the steel car body undergoes).
- This is typically not a problem, until you scrape the bumper and want to repair / repaint it.
- There is typically one formula available to you to match the Car Body. How is that one formula going to match the different shade of your Bumper too?



**Touch Up Zone can custom match colors using the latest color cameras (Spectrophotometers) and Color Variant Decks to match whatever part you are painting. Click on the “[Custom Color Match](#)” link to access We can also send you tints if you want to try to adjust the color yourself.**





# Why is it difficult to get an exact/perfect color match?



## Reason #5 > Fading.

- If you live in areas with higher degrees of Sun exposure, you are more likely to see fading than other areas with lower Sun exposure.
- The Sun's ultra-violet (UV) rays attack the pigments in colors. High pigment colors such as red, yellow and orange see substantial pigment degradation and the result is faded out colors.
- Colors are matched to OEM standards when the car is new – not when the color has seen 10 years of desert Sun.



**If you and your car do live in a high UV exposed area (lots of direct sun exposure) you may want to make sure you polish your car and try to renew the finish as best as possible before trying to color match your vehicles finish.**

# Why is it difficult to get an exact/perfect color match?



## Reason #6 > Color was not mixed precisely.

- Robots are not mixing your paint. People are. And, people can make mistakes.
- You take for granted that your color was mixed precisely to the correct formula, but if a mixer adds just 1 gram too much of a hi solids tint it can throw off the color.
- On average, there are six tint colors added to make a color formula. These all have to be added precisely, especially if the mix quantity is a very small amount.



**Touch Up Zone uses state of the art computer retrieval software and computer scales to mix precise amounts of each color tint to each formula to ensure proper color match. All mixes are recorded and saved in a database.**

# Why is it difficult to get an exact/perfect color match?



## Reason #7 > Panel Matching.

- If you paint only the panel – you will most likely end up with a panel to panel mismatch as you see on the right.
- If you decide to paint an entire door or fender, consider tinting color and then blending into adjacent panel(s). This is what Professional Auto Painters do on a daily basis so that all customers see is a “perfect color match.”
- Blending into adjacent panels essentially fools the eye, making it more difficult to detect a color that may not match exactly.



**Touch Up Zone offers blending how to advice in several of the Projects highlighted on the web site. See also “Color Matching , Tinting & Blending” in the Tech Tips section.**



# Why is it difficult to get an exact/perfect color match?

## Reason #8 > What color are you Touching Up?

- Parts of this car have obviously been previously repaired and repainted.
- You can also see that the Door Handle (plastic part) is a different shade compared to the Car Body.
- When you try to purchase Touch Up Paint, are you matching the OEM paint, or Aftermarket Paint that was used on a previous repair?
- It's not always easy to tell if a vehicle has been previously repainted – but if it has and you ordered Touch Up Paint to match the OEM Paint, you may not end up with a good match.



**Unfortunately, there's no easy fix here. If you can send in a car part (such as a gas door) Touch Up Zone will make sure the paint you order matches the car part you send in. We can also send you tints if you want to try to adjust the color yourself.**

# Custom Color Match Request



## Custom Color Match Request Form



(This form is to assist you in matching the color and creating a formula for a part that you send in to Touch Up Zone. **Color Matching Fees are \$60.00 per match (in addition to the cost of materials).**

Parts submitted must be a minimum size of 5 inches by 5 inches (gas doors are acceptable).

Customer Name:

Street Address:

City:  State:  Zip:

Telephone:  eMail:

Vehicle Part Submitted from:

Vehicle Brand:  Vehicle Model:   
(Example: BMW, Ford, Toyota) (Example: 325, F150, Camry)

Year:  Paint Code:

Paint Type Needed:  Quantity Needed:   
(Base Color or Gloss Color) (Example: Pint, Quart, Gallon)

Comments:

eMail completed form to: [info@touchupzone.com](mailto:info@touchupzone.com). Please also include any pictures of the vehicle, and vehicle tags.

**If no color code exists, or OEM paint has been refinished, you can have a custom match developed.**

**Cost for Custom Match = \$60 per Color Match**

# Why is it difficult to get an exact/perfect color match?



## Reason #9 > Did you send in the correct color code?

- It is absolutely essential that you locate the color code for your vehicle, and use that code when selecting Touch Up Paint for your vehicle.
- You also need supporting information such as vehicle year, and color name. This supporting information can help you confirm that you have the right color. For example, if you have a blue car and the code you enter gives you a red color, something is wrong.
- Selecting the wrong color is the easiest way to end up with a mis-match.

### Vehicle Tag with Color Code Info

MFD BY	CHRYSLER CORPORATION	DATE OF MFR	1-96 C	GVWR	2268 KG (05000 LB)		
GAWR FRONT	1203 KG (2650 LB)	WITH TIRES	P195/75R14	RIMS AT	14 X 5.5	COLD	380 KPA(35 PSI)
GAWR REAR	1225 KG (2700 LB)	WITH TIRES	P195/75R14	RIMS AT	14 X 5.5	COLD	380 KPA(35 PSI)
THIS VEHICLE CONFORMS TO ALL APPLICABLE FEDERAL MOTOR VEHICLE SAFETY STANDARDS IN EFFECT ON THE DATE OF MANUFACTURE SHOWN ABOVE.							
VIN:	XXXXXXXXXXXXXXXXXX	TYPE:	SINGLE X DUAL				
MDH:	010615-021	PAINT:POP	VEHICLE MADE IN CANADA	TRIM:C5C3	4648505		

Color Code = PQP

Touch Up Zone supplies in-depth information on finding and locating your color code. Click on the “[Verify Your Color Code](#)” link to access help in finding your color code. You can also click the “[Color Request Form](#)” link (form included on next page) and send to Touch Up Zone. We will provide further help in finding and verifying your color code. If you can email a picture of the vehicle tag, that would be very helpful.

# Verify Your Color Code



**Verify Your Color Code**

**Finding the Color For Your Vehicle**

**Guide to help you locate vehicle tag and paint code information for your vehicle (on Touch Up Zone web site).**


**Cost = \$0**

# Color Request Form



## Color Information Request Form

(This form is to assist you in helping to find the correct color for your vehicle)



Customer Name:

Street Address:

City:  State:  Zip:

Telephone:  eMail:

Vehicle Brand:   
(Example: BMW, Ford, Toyota, Chevrolet, Mazda, Nissan, Kia)

Vehicle Model:   
(Example: 325, F150, Camry, Impala, Miata, Rogue, Optima)

Color:  Year:  Paint Code:   
(Example: Dark Blue, Red Pearl, Forest Green) (email picture of vehicle Tag if possible)

Comments:

eMail completed form to: [info@touchupzone.com](mailto:info@touchupzone.com). Please also include any pictures of the vehicle, and vehicle tags.

**Use to request assistance in finding correct color code for your vehicle (if you cannot find).**

**Cost = \$0**





**Is there such a thing as a perfect color match?**

**Not Likely!**

Close, but not perfect.

Companies that advertise “exact color match” are misleading consumers.

Touch Up Zone precisely matches to the OEM Formula, which should match your OEM vehicle. For the nine (9) reasons outlined in previous slides, there is no guarantee that the OEM matched formula will match perfectly to your vehicle. It should, however, be close enough to be undetectable from a small distance away.

**For further assistance in Color Matching, Tinting & Blending,  
please visit our Tech Tips section.**

Please email any questions that you may have to  
[info@touchupzone.com](mailto:info@touchupzone.com)