

VS450 Case Study

Wet Paint Measurement



A company in New Rochelle, NY. manufacturing Alkyd based paints and wood stains desired a solution that would allow them to speed up their formulation time while improving color match quality.

The customer tried a contact based spectrophotometer to measure both their Alkyd paint and Stain products in a dry format for both their Q.C and Color Formulation applications. While this worked adequately for the stain application, due to the extended drying time of the Alkyd based paint their decision was to continue to match color manually by eye for this product since it saved them considerable time within their internal process.

Our local sales team demonstrated the VS450 instrument using Color iMatch formulation software and showed that we could measure their wet paint draw downs or wet stain (measured on wood tongue depressors) with ease and could now speed up their QC and Color Formulation process while improving the quality of their color matches.

One feature that was of particular interest to them was our ability within Color iMatch to measure a wet or dry standard and utilize the "L Adjust" feature to compensate for the difference between the wet and dry sample appearance during the initial formulation process.

As with many companies in this economy they too are watching their capital expenditures however they saw value in our new solution, the ROI for this application is clearly the drying time issue as is the case with many Alkyd paint manufacturers.

The Alkyd Paint Segment is an ideal target market for VS450.

Tech Tips

Some paints have a tendency to "flocculate" when in a can which is caused when the pigment separates from the resin. This causes an uneven surface color appearance in the form of pigment swirls. Also, when the paint is first formulated and placed on a paint shaker, the paint outgases air bubbles for a period of time which also distorts the surface appearance of the paint. Both of these situations make measuring paint in the can difficult.

The solution is to have the customer create a draw down on a leneta card and measure this rather than paint in the can.