GROUNDBREAKING
HOME DÉCOR
COLOR SOLUTIONS

X50
ENSEMBLE

X10
ENSEMBLE

MatchRite®

Retail Color Solutions

x·rite

When a global hardware retailer traded in a competitor's system for MatchRite, paint sales grew significantly. The retailer credits this to MatchRite's superior ease of use.

What is MatchRite?

SOLUTIONS TO IMPROVE YOUR PROFITABILITY.

MatchRite is a line of easy-to-use color measurement and retail merchandising solutions from X-Rite, Incorporated. MatchRite systems are installed around the world, in businesses ranging from independent paint and hardware stores to the largest mass merchants.

Founded in 1958, X-Rite is the world leader in hardware, software and support solutions that ensure color accuracy in various business applications. X-Rite helps companies make their operations more efficient and profitable. X-Rite supports MatchRite systems with a global sales force, worldwide engineering support, vertically integrated manufacturing and dedicated customer service.

Why choose MatchRite?

INDUSTRY LEADERSHIP. RETAIL COLOR EXPERTISE. SUPERIOR PRODUCTS.

MatchRite is the industry leader in retail color measurement and paint matching solutions. Our systems are rooted in our knowledge of the industry, the user and the consumer. We work closely with the world's largest paint manufacturers and with scores of smaller paint retailers and hardware stores, so we understand industry trends and the needs of the people in the trenches.

We also continually work to understand consumers' future needs through market research and partnerships with trendsetters and forecasters.

All of this keeps our products on the leading edge – and makes us better at helping you add value to your customers' shopping experience.

New for 2004!

for for

Two simple solutions – choose the one that's best for you!

MatchRite has long been the world's leading brand for retail color measurement solutions. Our product line has grown over the years as we've developed new options to meet changing needs. For 2004, we've streamlined the product portfolio to make it easier for you to choose the system that best meets your needs. The new offering includes two plug-and-play packages:

X50 ENSEMBLE {premier system}
countertop color measurement instrument + computer + label printer + ColorDesigner® software

X10 ENSEMBLE {economy system}
handheld tethered color measurement instrument + computer + label printer + ColorDesigner® software

MatchRite ColorDesigner software is also available as a standalone solution.

The X50 and X10 ensembles are available in the following five PC/monitor options:

Ensemble configurations

Wall mount
compact Dell PC with 17" wall-mount flat panel

Desktop
compact Dell PC behind 15" flat panel

Standard
small desktop Dell PC with standard monitor

Tower
compact tower Dell PC with 17" flat panel

Touch screen
standard tower Dell CPU with 15" flat-panel touch screen

Dell components come with a three-year limited warranty and three-year onsite service. Software comes preinstalled and tested.

Available system options

• Full-page color printer

• Portable spectrophotometer – sphere or 0/45 measurement geometry

• Paint-line software – over 150 fandecks from leading paint manufacturers

X50 ENSEMBLE

HIGH-PERFORMANCE COLOR MEASUREMENT

Everyone wants to customize their surroundings – to make their home or work environment reflect their personality. With the home decorating trend on the rise, your customers will be looking to you more and more for advice, expertise and service.

Whether your customers are homeowners, interior designers or contractors, the MatchRite X50 Ensemble lets you add the kind of value that keeps them coming back.

The X50 Ensemble is a complete solution for high-volume retail color matching operations. It includes our flagship color measurement instrument – a durable countertop unit in your choice of 0/45 or sphere measurement geometry (well suited to measuring textured items such as fabric or carpet).

With this system, you can:

Match all kinds of home décor samples, including:
• Paint chips
• Fabric swatches
• Wallpaper swatches
• Laminate samples
• Carpet samples
• Tiles

Thanks to MatchRite, your customers will be more confident in your knowledge and ability to serve them!

• Position your business as the home décor color leader in your market.

• Increase sales of custom-matched paint, sundries and home accents.

• Cut operating costs by reducing mistints and reformulating returned paint.

• Improve customer satisfaction and success by creating accurate custom color matches and adding more value to any home décor project.

• Build customer loyalty and encourage repeat business by making your customers' lives easier.

• Color-coordinate all your customers' home decorating projects.

• Save time per customer session and increase staff efficiency by using software shortcuts.

• See a fast payback on your investment.

MID-LEVEL COLOR MEASUREMENT

X10 ENSEMBLE

The X10 Ensemble gives you an 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. This ensemble is ideal for lower-volume paint retailers.

A complete solution for retail color matching, the X10 Ensemble includes an easy-to-use, tethered handheld spectrophotometer.

With this system, you can:

• Position your business as the home décor color leader in your market.

• Increase sales of custom-matched paint, sundries and home accents.

• Cut operating costs by reducing mistints and reformulating returned paint.

• Improve customer satisfaction and success by creating accurate custom color matches and adding more value to any home décor project.

• Build customer loyalty and encourage repeat business by making your customers' lives easier.

• Color-coordinate all your customers' home decorating projects.

• Save time per customer session and increase staff efficiency by using software shortcuts.

• See a fast payback on your investment.

ColorDesigner 6.0 is MatchRite's powerful, Windows-based retail color matching software. Its capabilities will help you build customer loyalty, improve staff efficiency, boost sales and improve profit margins. An essential part of both ensembles, ColorDesigner is also available as a standalone software solution.

Formula Correction
Reformulate returned paint to a fandeck color.

Paint Tips
Get printable solutions (pictures and text) for 22 common paint-project problems; give your staff the quick-reference knowledge they need to help customers succeed.

Home Visualizer
Import a photo of a customer's room (or a stock photo) and help customize the color of the walls, ceiling, window trim, window treatments and floor coverings.

Custom Match
Match the color of a paint chip or fabric swatch for formulation or use with the Color Harmony and Home Visualizer options.

ColorDesigner

Paint Tips

Home Visualizer

Custom Match

Formula Correction

Manual

Palette Search

Formula Book

Fand Mat

Mat ColorDesig

In addition, you can:

• Print custom labels bearing your store's name.

• Network the software with other systems and access customer files, fandecks and formula books from multiple locations.

• Select formulations based on inventory levels and colorant profit margins.

• Use barcode scanning to improve accuracy and efficiency – scan a barcode to validate selected primer or to trigger automated formulation of a fandeck color chip.
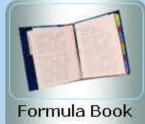
Palette Search
Measure a color sample and this feature will identify the closest fandeck match.

Formula Book
Retrieve any color formulation from your database, eliminating the use of paper formula books.

- **Manual Entry**
  Create and save custom formulas with your colorants.

- **Customer Files**
  Store and edit customer data to build relationships and encourage repeat business.

- **Change Language**
  Choose from seven languages.

Standard software features

Barcode Scanning (new)	Custom Matching	Formula Correction
Formula Book Search	Housekeeping	Additional Feature Capability
	Onscreen Help	
Competitive Fandeck Search	Hot Keys	

Optional software features*

Primer Recommendations (new)	Home Visualizer	Networking
	Customer Files	Portable Interface
Networked Customer Files (new)	Paint Tips	
	Color Harmony	

*You can add options at any time to expand your system capabilities.

MatchRite® er® System
Version 6.00

Change Language

Entry

Customer Files

Portable Instrument

deck tch

Color Harmony

Housekeeping

- **Portable Instrument**
  Match paint to color measurements taken from portable instruments (optional) and manage color data on your PC.

- **Housekeeping**
  Facilitate preventive system maintenance, update/customize your software and speed up the troubleshooting process.

- **Fandeck Match**
  Select a color from many manufacturers' fandecks and formulate using your base and colorants.

- **Color Harmony**
  Make customer color selection easier by presenting accent color options based on the customer's reference color.

Market-specific interfaces available
MatchRite offers alternate, market-specific user interfaces to promote maximum productivity and faster user training. For example, businesses that specialize in high-volume paint matching can opt for an interface with only the features relevant to them. In addition, the software prompts users down a path that yields the fastest results.

Accurate color measurement
starts with the
best
instruments

MatchRite's retail color solutions rely on a pair of world-class instruments for measuring color in your store: the CF/CFS57 countertop spectrophotometer and the CA22 tethered spectrophotometer.

Need to add portability? Choose from two add-on units: the SP52 or 552 portable spectrophotometer. Portable instruments let you measure colors at the project site, then upload the spectral data to your main system and build site-specific records for each customer.

All new MatchRite instruments come with a one-year warranty and options for extended support plans (see back cover for more information).

Technical Overview

X50 Ensemble
instrument: CF57 / CFS57

- Compact, rugged countertop spectrophotometer

- Available with either 0/45 or sphere measurement geometry

- Measures samples 1/2″ or larger

- Features X-Rite's exclusive Dynamic Rotational Sampling technology for highly accurate results

- Built-in calibration reference helps ensure consistent, repeatable measurements

- Removable sample holder for measurement of unique samples

- Minimal training required

- Durable steel housing

- USB or serial port connections

X10 Ensemble
instrument: CA22

- Lightweight handheld spectrophotometer tethered to a PC

- 0/45 measurement geometry

- Measures samples 1/4″ or larger

- Small, accurate and simple to use

- Features X-Rite's exclusive Dynamic Rotational Sampling technology for highly accurate results

- Transparent targeting window makes sample measurement easy

- Fast measurement time

- Plastic housing

Optional add-on instrument:
Portable spectrophotometer

- Lightweight, battery operated

- Sphere or 0/45 measurement geometry available

- Measures samples 1/2″ or larger

- Features X-Rite's exclusive Dynamic Rotational Sampling technology for highly accurate results

- Easy information exchange with ColorDesigner software

Benefits Overview

- Accurately measures the color of smooth or textured surfaces at your paint counter

- Provides maximum reliability and durability for high-volume retailoperations

- Provides an accurate, economical way to measure samples while tethered to a PC

- Fits in the palm of your hand, making it easy to measure difficult-to-handle samples.

- Allows you to easily and accurately measure samples (including highly textured surfaces) on the customer's job site

- Stores field data to be uploaded and used with Color Harmony or other software features

- Provides increased income through a unit rental or contractor program

Service and Support

X-Rite's numerous product warranty and extended service options protect your investment:

- We warrant each MatchRite spectrophotometer to be free of defects in material and workmanship (excluding battery packs for portable instruments) for 12 months.

- Extended warranties are available at a nominal charge.

- Purchase the MatchRite Advanced Exchange option to supplement your extended warranty. If your instrument should require any service due to normal usage, we'll replace it promptly with a remanufactured instrument – no downtime.

- To maintain your instrument after the original warranty period, take advantage of our service contract program or time-and-materials repairs.

Need more information? Call us!

800-572-4626

8 a.m.–6:30 p.m. EST, Monday–Friday

www.matchrite.com

xrite.com

ISO 9001 Certified