

# COLORVATION

Driving the power of color innovation





# Digital color technology

Colorvation is a unique, comprehensive, user-friendly approach to vehicle refinishing that uses the latest digital color technology. Digital color retrieval is the best, and only way to quickly and accurately find the correct color formula for the vehicle you are repairing. In fact, after adopting the Colorvation approach, you will only ever want to use our innovative digital color matching tools. For nearly half a century, AkzoNobel has been developing the industry's leading digital color techniques and technologies, and continuously reinventing for the future.

Building on our advanced tools, the Automatchic™ and MIXIT™, we are proud to offer a portfolio that harnesses the power of digital color technology, to benefit your business and help you achieve measurable improvements - **greater accuracy, greater efficiency and ultimately, greater profitability.**

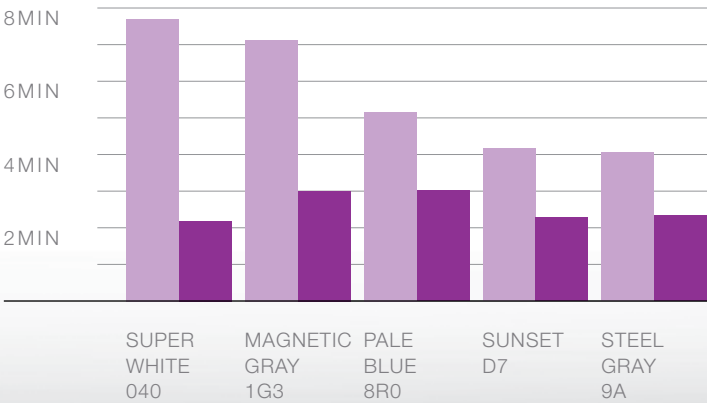
**Are you ready for the  
next digital step in color?**

# Digital advantage

Many users around the world are already discovering what Colorvation can achieve for their businesses. Incorporating our state-of-the-art digital tools into how they work has helped produce outstanding results. Moving to a digital platform removes visual subjectivity from the color selection and matching processes, and replaces it with consistent, accurate results. Digital matching means fewer errors and reduced cycle time, leading to a consequent reduction in costs, and an increase in the potential number of vehicles going through your shop. That is good news for your customers, for your reputation and your profitability. Colorvation makes digital color easy, accessible, and it is backed by our full commitment and support from start to finish.



SEARCH TIME RESULTS  
VISUAL SEARCH  
DIGITAL SEARCH



**Source:** AkzoNobel Vehicle Refinishes, United Kingdom ATC, March 2016.  
Time data reflects the average time it took from visual search using ColorScala Pro versus digital verification using Automatchic Vision.



# Digital tools for success

---

## Automatchic™

Automatchic™ was first launched in 1993, and has since become AkzoNobel's pioneering hand-held spectrophotometer. In its current form, in combination with our extensive database, it is the most accurate color-matching system available. Its high degree of accuracy dramatically reduces the likelihood of matching errors and eliminates the need to carry out re-works. In some cases, users report **an average reduction of up to 20%** in overall paint use after adopting Colorvation and its digital color tooling. Every aspect of Automatchic™ has been designed for convenience. The device is compact, easy to handle and operate, and requires minimal training. To streamline your workflow, Automatchic™ is Wi-Fi enabled. After reading the color at any location in your shop, it sends measurements directly to the mixing software on your PC, saving you time, while helping to ensure you maintain consistent and accurate results.

---

## MIXIT™

MIXIT™, AkzoNobel's advanced color identification and retrieval application represents a turning point for the industry. Through MIXIT™, users have direct, immediate access to our vast database, which hosts more than two million colors and variants – with more being added every day. MIXIT™ uses a cloud-based system, and can be easily accessed from any device or platform. Driven by our most sophisticated algorithms, MIXIT™ is capable of **delivering fast and accurate search results**, and is continuously being updated with new features. All of which makes MIXIT™ your go-to solution for formula retrieval and color matching.



# Digital success stories

Colorvation is a key factor in our status as partner of choice for some of the leading global players in Vehicle Refinishes. In fact, our partners who are part of Colorvation are testimony to the future of digital color.



**Sven Zipp**  
**CARe Autoschade**

“The Automatchic Spectrophotometer gives us the ability to get a color right the first time... If you look at what we’ve saved on a yearly basis, we’ve been working with Automatchic for two years, and that’s given us a reduction of almost 30% in the paint we use.”




**SHI Jianshe**  
**Xiamen Yicheng Trading Co. Ltd**

“It is fair to say that digitized working methods have helped employees to optimize their work flow and there have been significant improvements in terms of color measurement accuracy and speed. According to the employee feedback, digitized technology can effectively reduce paint usage, reduce waste and save working hours and improve work efficiency.”

**Jason Matthews**  
**Matthews Collision**

“Cycle time is huge in our industry... knowing that when our painter uses the digital camera, that we’re going to get the right color match the first time, that’s huge it saves us a ton of time and money.”





# Are you ready for the future of digital color?

Colorvation is exclusive to AkzoNobel. In the 1970s we became the industry's digital color tooling front runner. Since then we have remained at the leading edge. Digital color is in our DNA. With Colorvation, you are not only working with the world's leading digital color matching technology, you are benefiting from over 40 years' experience, and our commitment to continuously helping you drive your business forward.

Using our ground-breaking spectrophotometer, Automatchic™, in combination with our vast database of digital color will speed up your processes, save you time, paint and money, all while delivering an outstanding result.



# Over four decades' worth of innovation

## 1970s

1970

Color collecting, introduction of the mixing machines, formula books and microfilm

1973

Color Data Book

1974

Color Chip Book  
Color Map

1975

Color Data  
Punch Cards and PC

## 1990s

1990

MIXIT™ I – DOS

1993

Automatchic™

First to market in 1993, completely transformed the industry

1996

MIXIT™ 2 (MIXIT™ 2000)

1997

Plug & Play MIXIT™ Micro

## 2000s

2000

Color Standards and Color Variant Documentation

2003

MIXIT™ Online

2007

Automatchic™ 6i

2008

MIXIT™ Pro  
ColorScala Pro

2008

Automatchic™ 3  
Color Checker

## 2010s

2010

iMatchColor &  
ColorMap FD

2011

ColorScala Pro II

2014

Color Universe

2015

Automatchic Vision

Ultra small, easy to use, cutting edge in color matching technology

2016

MIXIT™



Wi-Fi  
enabled

# Are you ready for the future of digital color?

To find out how Colorvation can improve your business, contact one of our digital color experts today, and visit [www.Colorvation.com](http://www.Colorvation.com)



[www.akzonobel.com](http://www.akzonobel.com)

AkzoNobel creates everyday essentials to make people's lives more liveable and inspiring. As a leading global paints and coatings company and a major producer of specialty chemicals, we supply essential ingredients, essential protection and essential color to industries and consumers worldwide. Backed by a pioneering heritage, our innovative products and sustainable technologies are designed to meet the growing demands of our fast-changing planet, while making life easier. Headquartered in Amsterdam, the Netherlands, we have approximately 45,000 people in around 80 countries, while our portfolio includes well-known brands such as Dulux, Sikkens, International, Interpon and Eka. Consistently ranked as a leader in sustainability, we are dedicated to energizing cities and communities while creating a protected, colorful world where life is improved by what we do.

© 2016 Akzo Nobel N.V. All rights reserved.



For more information visit [www.Colorvation.com](http://www.Colorvation.com) or scan the QR code.



COLORVATION