

Or... How Christmas, Easter and Tide will change your color world ... Really!

- Are you looking for solutions to getting the color mix of your paints to look perfect on your dealership vehicles?
- Do you find yourself saying "oh well, it's good enough" way to often about how your color looks on the vehicle?
- Do you feel that sometimes you are spending more time mixing and tweaking your colors than actually servicing the car?

Think about it this way...

Let's say you work on **6** separate vehicles during an average day. If you are not able to get to the correct color of the vehicle quickly, you could easily spend an extra **10** minutes to get to the color. Multiply that **10** minutes by all **6** cars you did that day...

That is a full hour, per day, you could be using to invoice another car. That equals to 4 to 5 missed cars per week, 16 to 20 cars per month that you aren't getting done...

Just because of excess time in color matching. Cut down that time with more effective color matching and that time savings could equal a 16% or more increase to your monthly bottom line. *Not so bad, huh?*

Complementary Colors are a way to expedite the color matching process, based on *Color Theory*. Before we get too deep though, let's discuss some basics in *Color Terminology*, and how they relate to Color Theory.

Primary Colors: Red, Yellow & Blue



In Color Theory, Primary Colors are the three pigment colors that cannot be mixed or formed by any combination of other colors.

All other colors are derived from these 3 hues.

Secondary Colors: Green, Purple & Orange



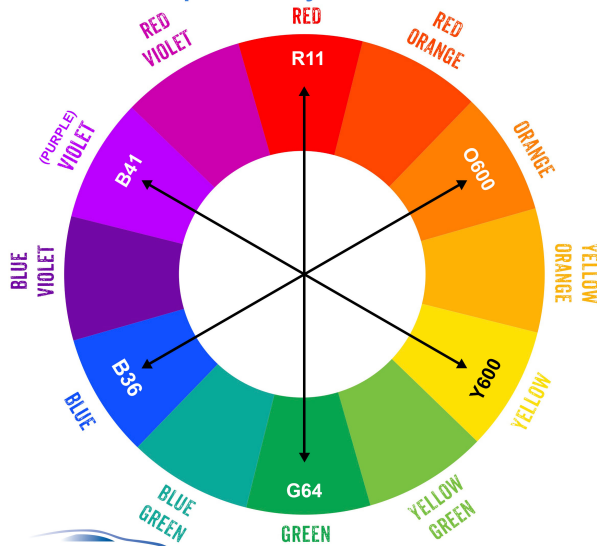
Secondary Colors are formed by mixing two primary colors.

- Yellow mixed with Blue = Green
- Blue mixed with Red = Purple
- Red mixed with Yellow = Orange

Complementary Colors are any two colors which are directly opposite each other on the color wheel.

In the color matching process, using *Complementary Colors* is a key to a successful, efficient color match.

Complementary Colors Chart



Complementary Colors aren't just opposite on a color wheel, when one is added to its complement, the color helps to tone down (or cancel out) the opposite color.

What does that mean exactly to the FFAA Process?

Well, let's say you are trying to match a **gray** color Honda Accord and the match you have mixed up on the hood is 95% there, but it is a little too **blue**. All you need to do is add some **orange**. The orange will tone down the blue, and the extra "blueness" will disappear, tweaking the color to an exact match.

Having trouble matching a **gold** car where the tone is a little too **red**, just add a bit of **green** and the "redness" will go away.

This works for any color and this is why a color wheel is important to color matching.

All you need to do is look at your match on the vehicle, identify how the color is off by seeing what color there is too much of, and then look to the opposite side of the color wheel and add some of that color.

Why Christmas, Easter, and Tide (Detergent)?

It's a way to remember the Primary Color & its corresponding Complimentary Color partner.

Red & Green



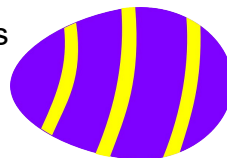
Christmas Colors



Yellow (Gold) & Purple (Violet)



Easter Colors



Blue & Orange



Tide Colors



These three color combinations could account for 90% or more of your color matching tweaks.

Get these into the heads of anyone matching colors on lots, & you could see the time spent color matching decrease & profits increase!