

PPG continues to achieve excellence in color

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Participating in the ribbon-cutting ceremony were (from left), Tom Pondelik, color manager, Cleveland; Walt Robertson, research associate, Springdale, Pa; Mary Kimbro, director, global color; Greg Benckart, vice president, automotive refinish coatings; Mark Lewis, global color data manager; Frank Groves, senior systems analyst, Pittsburgh; and Chad Patek, color formulation manager, Cleveland.

September 26, 2012

PPG's automotive refinish business has opened an automated, technologically advanced color matching laboratory in Cleveland, according to Mary Kimbro, PPG global color director. A formal ribbon-cutting ceremony took place earlier this month, and the new lab is expected to be fully operational this month.

A new level of precision and efficiency has been developed for the refinish color matching lab, Kimbro said. She added that the computer-controlled, high-technology facility marks a significant advancement in the science and art of automotive refinish color matching.

"The new laboratory is a reflection of our promise to PPG customers to provide the most effective and accurate color matching tools," Kimbro said. "As leaders in the industry, we are always looking for innovative ways to enhance the color formulation process and ensure that our customers have the support and benefit of the most up-to-date color technology."

The refinish color matching lab addresses a major challenge in the automotive refinish business: the growing number of domestic and import OEM (original equipment manufacturer) color offerings and variations – including exterior, bumper, accent and underhood colors – and the need for collision centers to match those colors. While an OEM's color code may prescribe a particular paint formulation, the actual vehicle finish color may differ from plant to plant. Consequently color variants are always needed, Kimbro said.