

## Customer Story

# From discontinued service to a competitive edge

Why Techmer PM Switched to Datacolor



"We have seven locations in the Americas. It's amazing to be able to measure a color in Mexico or California and I can evaluate it here in Tennessee. It used to be a bit of a hodgepodge before with a bunch of limitations."

– Brian West, VP of Color Technologies at Techmer PM

**Industry:** Plastics

**Switched From:** X-Rite

### Switched to Datacolor Because:

- Increased matching speed
- Streamlined operations across Techmer PM's seven locations in the Americas
- Reliable, fast support
- Consistency from one lot to the next—no matter the level of repeatability
- Overall improved speed to market

### Currently Using:

- Datacolor 850 and 650 spectrophotometers
- Match Pigment color formulation software
- TOOLS software
- GUARDIAN predictive monitoring service

**Techmer PM Locations Using Datacolor: 7**

## **Brian West is a color industry veteran.**

With over 40 years of plastic color compounding experience to his name, Techmer PM's VP of Color Technologies is well-versed in digital color measurement, matching, selection and communication.

So, when support for the leading materials design company's fleet of X-Rite instruments was discontinued, Brian and his team carefully considered their next move before replacing the outdated GretagMacbeth ColorEye 7000A.

### **X-Rite VS Datacolor: Putting the Instruments to the Test**

"I let someone else make the [color measurement instrument] decision the last go-round," said Brian. "They did a comparison and it came up that X-Rite was the best. I was surprised."

This time, things were different. Brian and his team built a database specifically to test each instrument they were considering. They used tiles to compare results with actual color samples, and challenged each device's repeatability.

The Datacolor 800 family passed each of Techmer PM's tests. And with Datacolor's trade-in program, Brian knew it was an opportunity his team had to jump on.

### **Here are just a few opportunities Brian saw with Datacolor:**

1. Increased matching speed
2. Streamlined operations across Techmer PM's seven locations in the Americas
3. Reliable, fast support
4. Consistency from one lot to the next—no matter the level of repeatability
5. Overall improved speed to market

## **Impressing Customers and Breaking Down Barriers**

With convenient access to all the colors they've previously matched—even those that haven't been sent to customers—surprise has become a regular customer response for the Techmer PM team. "We can see when we have similar colors that we've already measured, then decide if we really need a new color or if we can send someone a sample right away," says Brian. "Customers are shocked at that level of speed."

And what about consistency across multiple sites? Techmer PM runs on collaboration, with a team of field sales engineers, technical service personnel and customer service representatives all working to deliver the best possible customer support.

Brian says that digital color communication across Techmer PM's seven locations in the Americas has gone from relatively siloed to impressively collaborative. "It's amazing to be able to measure a color in Mexico or California and I can look at it here in Tennessee and evaluate it," he said. "I can also see people in matching and people in production gathering around the monitor, all looking at the same thing."

Because of this increased communication, Techmer PM can achieve close tolerance inter-instrument agreement between QA, production and their supply chain. This is essential for a company that is constantly working with customers, suppliers, designers and one another to deliver high-quality products and develop industry-changing solutions.

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## What it all Comes Down to: Speed to Market

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Often, Techmer PM's customers are under market and competitive pressure to deliver their products faster. Working with Datacolor has allowed Techmer PM to be a trusted partner in their customers' speed to market mission.

"We used to not make a product until we had a physical standard in our possession," says Brian. Now, his team can digitally communicate the details of an order to a customer and respond effectively to any last-minute requests—without the need for a physical standard and with all the guesswork taken out of the equation.

A customer can simply share a standards file and Techmer PM can perform a match. And with the transmission feature on the DC850, the company can even measure samples that are transparent or translucent.

Achieving the right mix of colorants in the right resin for the right price—and fast—has allowed Techmer PM to further grow its reputation as an industry leader.

### Exceeding Expectations

When switching to Datacolor, Brian expected improved communication across Techmer PM's seven locations, faster matching speed, reliable support, and improved speed to market, but there were also some advantages that Brian didn't expect.

"It's exceeding our expectations," Brian said. "We get surprisingly good agreement with our handheld spectrophotometers and our benchtops. I think Datacolor is an industry leader. You always have new things and I think your software [Match Pigment and TOOLS] is the best"

### A Partnership for the Future

When Brian looks toward Techmer PM's future, he sees one that is increasingly digital. "We used to say that we did eight color matches a year without a physical standard," he said. "Now, that has gone up astronomically and we have a matching tool where the engine is powered by Datacolor. We're making colors on the screen and customers are saying "we want to see that."

With over four decades of color experience to his name, Brian has seen the space evolve more than many other people.

Reflecting on how much things have changed, he said, "with continued improvements to handhelds, we can take field measurements with true spectrophotometers and go straight to formulation. Did I ever think this would happen in my lifetime?"

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