

Rik Mertens, Global Applications Manager, Datacolor, discusses how digital colour management tools and software ensure accurate colour measurement, helping paint professionals remain agile and efficient while maintaining the end-quality that customers expect

# The future of architectural paint in a digital world

It has been two years since the onset of COVID-19, and the architectural paint industry continues adjusting to pandemic-related challenges, caused largely by raw material shortages and ongoing supply chain issues.

To maximise efficiency and reduce waste in today's uncertain market, manufacturers are increasing their adoption of digital colour management and cloud-based solutions to streamline production processes without sacrificing the quality that consumers expect.

### OVERCOMING CHALLENGES

Production demand within the architectural paint industry increased significantly during the pandemic, due in great part to the housing boom and consumers' heightened purchases for at-home DIY projects during global lockdowns.

These factors, compounded by increased demand, factory closures due to labour deficits and supply chain-related transportation delays, forced manufacturers to look towards modern technology enabling the on-time completion of projects.

Meanwhile worldwide raw material shortages put a great deal of pressure on paint labs, requiring colour workers to adjust their recipes using new raw materials, resulting in the need for the recalculation of many colours while still ensuring timely delivery. To reduce waste during the colour recalculation process, larger paint manufacturers embraced digital solutions allowing for automation within their labs.

### MINIMISING WASTE

Digital colour management tools and software enable paint professionals to get colour right on the first try by reducing the likelihood of mismatched colours, resulting in fewer re-trials and generating less waste during the production process. Virtual communication enabled by cloud-based software also allows manufacturers



Cloud-based colour matching apps make it easy for customers to identify a product matching their colour of choice, streamlining the paint selection, purchasing and delivery processes

to share colour recipes remotely, further reducing the need for reformulation and contributing to waste reduction.

Additionally, automation within the lab allows for the production of smaller batches, enhancing output and providing colour workers with more time to focus on research and product development as well as timely projects like the recalculation of colour recipes in response to raw material shortages.

### INVESTING IN DIGITAL SOLUTIONS

Significant shipping delays due to global supply chain issues in 2021 presented yet another obstacle for architectural paint



manufacturers, who began searching for timely ways of getting paint to end consumers.

To optimise fast delivery and boost paint sales, manufacturers increased their investment in cloud-based technology, providing customers with access to a broad selection of colours through easy-to-use mobile apps, designed to simplify the colour matching process from start to finish. Mobile colour matching platforms enable clients to quickly identify their desired colour match via a paint store's digital library and complete their purchase online upon selection.

Concurrently, the industry has shifted its sales strategy to focus on the creation of a store environment serving as a source of inspiration and consultation for customers, rather than acting as point of physical production or sales.

### LOOKING AHEAD

As the post-pandemic outlook brightens, advancements in digital colour management technology will continue to streamline production processes,



reduce waste and increase efficiency, as paint professionals adapt to inevitable external challenges.

Sustainability will grow in importance as manufacturers convert to the use of eco-

friendly products. Cloud-based technology will also gain further momentum as more paint professionals realise that big data is here to stay, for industries across the board. Most importantly, digitalisation will

continue enabling paint manufacturers to increase and maintain agility and efficiency as the world continues to change.

Modern digital colour management technology and cloud-based solutions are optimised for the future to grow, expand and reform to fit the evolving needs of the architectural paint market.

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Datacolor is a global leader in colour management solutions and provides software, instruments and services to assure accurate colour of materials, products and images. The world's leading brands, manufacturers and creative professionals have used Datacolor's innovative solutions to consistently achieve the right colour for more than 50 years.

Industries served include textile and apparel, paint and coatings, automotive and plastics, as well as photography, design and videography.

**Henrik Bergström**, PPG Vice President, Architectural Coatings, Latin America, EMEA, and Australia and New Zealand and executive champion of PPG's New Paint for a New Start, discusses the link between colour and academic results

## Colour has the power to transform classrooms

COVID-19 has reshaped almost every aspect of how communities, families and workplaces operate. Schools have arguably been one of the most affected institutions over the past two years. With an estimated 1.6bn students impacted, the United Nations has called it the largest disruption to education in history<sup>1</sup>.

Surrounding students with effective learning environments is more important than ever.

Creating spaces that are conducive to learning can help students to feel comfortable, resilient, creative and focused. Colour creates inspiring spaces and it is proven that colour can have a great effect on mood, stress levels and educational engagement and thus support learning.

There is largely a universal link between certain colours and emotions. According to a study by *Psychology Today*<sup>2</sup> across 30 countries, most people associate colours like red with emotions like anger, yellow with joy and blue with calm or relief. For educational spaces, it's essential to create environments that socially, emotionally and academically encourage the whole child. PPG research shows that painting

classrooms with calming colours like PPG's Olive Sprig can create a soothing and empowering classroom environment for students and teachers.

The right classroom environment can play an important role in impacting student and teacher engagement. Engaged students have better academic results. A study by PPG conducted in partnership with RAND Corporation and Campos demonstrated that painting classrooms with colours specifically intended to enhance learning can improve both students' and teachers' experiences in the classroom and can increase their feelings of engagement in learning.

PPG employee volunteers around the world are revitalising classrooms in more than 25 schools throughout July 2022 through New of Paint for a New Start, part of PPG's COLORFUL COMMUNITIES® programme. Using research-backed paint colours specifically selected to enhance the school's learning objectives, the makeovers aim to create spaces where students feel engaged in their classrooms.

As a global PPG community, we want to welcome children into school environments



**Henrik Bergström**, New Paint for a New Start executive champion and PPG Vice President, Architectural Coatings, Latin America, EMEA and ANZ

where they can feel excited, supported and ready to learn. Our colours play a great role in helping to create those environments.

### References

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