



## Paint Better with Barcodes

**Vertical Market:** Retail, Hardware, Paint

**Application:** Labels with Color Matching Information

**Products:** e+Solutions Blaster Advantage

**Summary:** Major hardware chain finds an innovative solution for color-matching house paint sold in hundreds of stores

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Buying paint used to be the first difficult step in painting a new room or home. Even after you've decided on the color to buy, inevitably you need to buy more paint to match that color.

One major US Hardware Chain makes it easy to buy cans of paint with exact color match using the CognitiveTPG Advantage LX printer and barcode labels. With every can of paint mixed, an Ethernet-enabled Advantage LX prints a barcode label containing the pigment mixture used for that paint color. To match a previous color, a customer brings the paint can lid back to the store. The paint department scans the barcode label on the lid, and the terminal displays the paint mixture for the perfect color match.

"The customer needed reliable performance in a warehouse environment, and the AdvantageLX was up to the task. A built-in Ethernet port and small footprint are among several reasons this key customer chose CognitiveTPG," said CognitiveTPG representative.

CognitiveTPG's built-in Ethernet ports and network printer software makes for a fast installation and easy maintenance.