

Cross References:

Color
Trade Sales
Deep Tinted Flats

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Philadelphia Laboratory
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MEMORANDUM REPORT NO. M-239

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DEEP SHADE DECORATING COLORS NOT FOR CIRCULATION

At the suggestion of Mr. Culp, the writer and Mr. Rosbach attended the exhibition and "Color Clinic" of the 65th annual convention of the Painting and Decorating Contractors of America at New York City on February 14th. The purpose of the visit was to develop a perspective on decorating color trends and the methods and qualities of the various color mixing systems which are being generally promoted in the trade.

The theme of the convention was "Better your home - Better your living - Through color by painting and decorating." Exhibits by paint suppliers promoted this theme by lavish displays of color order systems and high fashion colors. The absence of any color display in the DuPont exhibit was unpleasantly conspicuous.

The feature of the convention was the color program of the afternoon session supervised and directed by Mr. William M. Stuart, president of Martin Senour Company. This program was an elaborate, thinly disguised, promotion of the Martin Senour Nu-Hue and Color Coordinator systems. The program featured the decorating fashion editors of "House Beautiful" and "House and Garden" magazines; Mr. Edward Rahr, consultant on national decorating color preferences; Mr. Carl Foss, foremost authority on color order systems; Mr. Harold Lloyd, amateur Hollywood colorist; and others.

This array of talent propounded the proposition that:

1. High fashion colors are not a temporary fancy, but are becoming increasingly important in home furnishing and wall paper styling.
2. In the "buyers market of 1949" the painting contractor must willingly succumb to the more fashionable decorating trends. Decorating schemes publicized by popular magazine advertising must be made available to the public.

3. Established, conventional colors (referred to as "tenament tans") will not harmoniously blend with new furnishing lines.
4. There is a positive popularity trend established by the Rahr survey toward brighter ("more vibrant") shades of blue and green. This survey is based on about 150,000 department store questionnaires.
5. The paint manufacturers have made available to the trade a complete gamut of colors. The contractor must take advantage of this to expand or maintain his present business level.

In the opinion of the writer, it was reasonably well proven that, to maintain decorating business prestige, high fashion colors are essential to a balanced line of trade sales products. This is confirmed in principle as one by one each paint manufacturer introduces his deep shade system. At the convention, the Sherwin-Williams Company announced their line of deep shades and unit blending system. The writer has been advised further that Sears Roebuck is also planning an early release.

There is little difference between the various "Systems" on the market. They all provide (1) suitable pure color toning enamels (2) an extensive color deck (3) suitable simplified formulae for intermixing of the pure colors.

Of the systems available, Martin-Senour have produced the widest gamut of colors and have overcome many basic merchandising difficulties. In general they have two systems:

1. For the average home consumer - the "Nu-Hue Color Bar":
 - (a) From seven basic toners they produce over a thousand colors by simple store outlet mixing equipment.
 - (b) Colors are presented in an excellently spaced color order plan.
 - (c) Colors are coordinated with popular fashion color selections, e.g.
 1. B.H.F. Colors
 2. House and Gardens - Current and Forecast Colors.
 3. Home Styling Colors.

2. For the decorating contractor - the "Color Coordinator System."

- (a) From sixteen basic colors a wide gamut of hues are assembled in a reasonably fundamental order system.
- (b) The colors of this system may be prepared by simple unit blending of the basic hues: one to one plus white, or one to one to one plus white.
- (c) Final hues are obtained from blending of similar colors to improve the accuracy of shade and possibly the working properties.

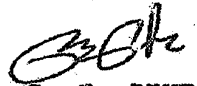
Although only superficial examination of the varied systems has been made by the writer, it appears that the Martin-Senour "Color Coordinator" is the most practical. This is based principally on the feature of blending colors close in hue. Close hue blending should (1) minimize errors in color control, (2) assure more uniform working properties of the material over the complete color gamut. The cost and accuracy of the necessary manufacturing color control appears to be the key to the merit of any inter-mix system of merchandising.

Recommendations:

- 1. In order to maintain suitable trade prestige, new high fashion colors should be added to the Dupont line of decorating colors.
- 2. Regardless of the final method of merchandising or promotion selected, it is essential that suitable single pigment deep shade tinting colors be established in satisfactory working quality. This is of first importance.
- 3. Serious consideration should be given to the development of an intermix system. This system should be the simplest consistent with the anticipated color demand and ease of production. It should be a carefully compromised plan from the standpoint of:
 - (a) Color gamut. FaberBirren could be of considerable help on this issue.
 - (b) Ease of manufacture, minimum control requirements.
 - (c) Simplicity for consumer use - equal unit mix preferred.
 - (d) Minimum retail outlet stocking inventory.
 - (e) Uniformity of final working properties.

If sufficient effort be given to item #3 it is not unlikely that a system could be produced which is superior in many respects to those generally offered to the trade at the present time.

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