Spectrum Color Unveils Cutting-Edge Color-Matching Tool

By James Mitchell, Managing Director Spectrum Color

Spectrum Color, Our journey began with a strong focus on direct marketing to boat manufacturers, which helped us build valuable industry relationships and gain access to exclusive dealer meetings and detailed color data. These early advantages laid the groundwork for our long-term success in the marine coatings industry.

Backed by over 50 years of combined experience in gel coat color development and application, Spectrum Color continues to set the standard for quality and innovation.

At this year's International Boatbuilders' Exhibition and Conference (IBEX), we're proud to introduce a major advancement in gel coat repair technology: the Spectrum Color Eye.

This new device was developed as part of the IBEX Innovation Program and is set to transform the way gel coat color matching is done in the marine industry.

The Spectrum Color Eye is a groundbreaking innovation that is set to revolutionize the marine industry—specifically addressing one of the most persistent and costly challenges: Gel Coat color matching during repairs.

The Spectrum Color Eye is a compact, easy-to-use tool that works in tandem with a mobile app. With just a quick scan of a boat's surface, it identifies the precise gel coat color and matches it to our extensive and verified color database.

This eliminates the need for sending physical samples, guessing at color matches, or waiting on shipping, all of which slow down repairs and increase costs.

Immediate Benefits for the Marine Industry:

- **Time savings:** Technicians can start repairs instantly with an accurate color match.
- **Cost reduction:** Eliminates trial-and-error, additional repairs, and shipping expenses.
- **Increased revenue:** Faster turnaround times mean more repairs completed and more satisfied customers.
- **Unmatched convenience:** Portable, easy to use, and powered by decades of gel coat expertise.

With over 50 years of experience in gel coat color development, Spectrum Color has invested countless hours collecting, verifying, and perfecting data to ensure unmatched accuracy.

There is no other product like this in the marine industry. According to polling from boat dealers and service centers, gel coat color matching is the number one challenge they face. The Spectrum Color Eye solves this problem—instantly, accurately, and effortlessly.

The Spectrum Color Eye offers a direct solution that is fast, accurate, and effective.

As our President, Kelly Raume, puts it, "This isn't just a tool—it's a game changer."

See us at IBEX at Booth 2-330.