



US Paints Better with Barcodes

Vertical Market: Retail, Hardware, Paint

Application: Labels with Color Matching Information

Products: Cognitive e+Solutions Blaster Advantage

Summary: A major hardware chain finds an innovative solution for color-matching house paint sold in hundreds of stores.

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. Now one major US Hardware Chain makes it easy to buy cans of paint using Cognitive thermal printers and barcode labels.

With every can of paint mixed, an Ethernet-enabled Blaster Advantage 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 a terminal displays the paint mixture for a perfect color match.

"The customer needed reliable performance in a warehouse environment, and the Blaster Advantage was up to the task." Says Andrew Wright, Cognitive. "A built-in Ethernet port and small footprint are among several reasons this key customer chose Cognitive."

Cognitive's Easy Ethernet (e+Solutions) feature built-in Ethernet ports and network printer software for fast installation, increased ease-of-use, and easy maintenance. Together, Cognitive and this hardware chain make it easy to paint the town the same color red.