

COLOUR MATCHING

Why doesn't the paint I get match the colour chip?

There could be several reasons for this:

- More often than not paint chips are computer generated recreations of colour, with every attempt to make them as close to the true colour as possible.
- The reflection of light can dramatically change colours, whether the light be environmental or from light fittings, to the influence of floor finishes and furnishings.
- Colour changes over large areas, where more of the colour is concentrated in the one space, as opposed to the effect of colour on a 50x30mm card. Colour can appear up to three times darker on a wall than on a paint chip.

The simple solution is colour samplers. You can buy these in pots ranging from 250-500ml which will allow you to cover up to one wall. As opposed to painting onto the wall, consider painting a large sheet of white cardboard or plasterboard, which will allow you to move it around a room to take advantage of the effect of different light sources, shadowing etc. Also watch the colour throughout the full day, colours can look vastly different from day to night.

If you are happy with the tone of the colour, but would prefer a lighter shade, this is possible, as all colours are mixed at 100% of that colour, which means you can reduce the shade by a quarter, half etc. Some colours may also be intensified, depending on whether they are at the maximum for the base used, this gets technical, so it's best to ask at the time of mixing.