



# Beautiful Décor's Inc.

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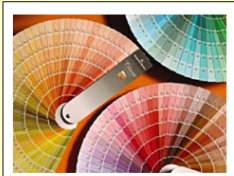
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## January 2011 Happy new year clients and friends!

This month I want to explain the disturbing reality of how the hues on individual strips in fan decks, called let-downs, are organized. For many of you, this information will explain why you may have been surprised or disappointed by the outcome of your paint selection. I didn't choose the title of this newsletter "the big let-down" casually!

I often hear clients explain that when selecting a paint color, they look for a hue they like in a fan deck and then select the chip one or two notches up or down on the strip (presumably meaning lighter or darker) as their perfect shade. The truth is that color strips aren't always derived by a "root" color with increasing amounts of white added to achieve a logical sequence of color from dark to light, yet this is what most people expect. You'll see below an example of how a paint company creates their let-down strips and how to work around this issue when selecting your paint.

*Next month: The versatility of scaldinits!*



Let-Down Strips

**"Thank you for making 2010 a record success for Beautiful Decors. I'm so grateful for all the referrals and improvements you entrusted me with last year. I'm looking forward to taking on the projects many of you called about over the holidays!" - Denise**

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Photos obtained from the internet

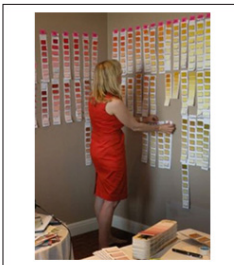
## Creating a Fan Deck

For many paint companies, the cost of commissioning a lab to create true gradations from the wide range of saturated colors is prohibitive. Instead, color specialists start with the chips from an existing fan deck, paste them onto new strips and fill in the let-downs as best they can from the company's existing fan decks as well as from competitors!

In addition, the *base* paint (paint can in which the color is mixed) required to mix your color affects the formula used to achieve the let-down scale. For example, the formula to mix the darkest color on a particular strip may call for a Deep base paint while the formula for a lighter version of the color may call for a Medium or Light base. Consequently, the formulas for the array of colors on a single let-down strip may vary not just by a standard percentage of the colorant but perhaps with additional colorants to adjust for the differences in the bases.

Not at all what you expected, right?

Reference "Color Me Happy" & "Color Budz" blogs.



Color specialist creating fan deck

## Selecting the Right Tints or Shades

Compare the two orange let-down strips. The strip on the left is an egregious example of why you should NOT choose the lighter (tints) or darker (shades) color versions from a single strip. Some of the chips actually look pink! The one on the right, however, uses a better formulation to achieve a logical array of stepped colors.

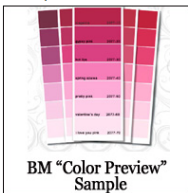


Compare these 2 let-down strips

To give a real-life example, Benjamin Moore, one of the manufacturers whose paints I recommend, has 2 libraries on the market. The older library, "Classic Colors," suffers from these let-down discrepancies (although I find that it has far more interesting complex colors from which to choose). They released their "Color Preview" library in 2000 which is intended to be a cleaner, clearer palette of colors (see pink let-down strips) but I often find these colors to be too saturated for many of my clients' needs.

The best way then to find the right tint or shade of your favorite color is to:

1. Be aware that a strip may not represent the true increments of a color from light to dark. Consider each chip as a separate color.
2. COMPARE chips on different let-downs. Subtle differences in the colors will become apparent by comparing.
3. Get individual paper swatches of the colors you're considering. Many companies allow you to order them online.
4. Buy a quart of your paint and put it up on the wall in large 2' by 2' swaths. Paint 2 coats and evaluate the color at all times of the day.

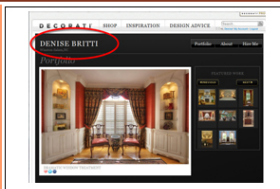


BM "Color Preview" Sample

## Beautiful Decors Online

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And, of course you can always find me at [www.beautifuldecors.com!](http://www.beautifuldecors.com!)



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