



**kelly color**

**INDUSTRIA COLORI E VERNICI**

Anticipate the needs of your  
customers with flexibility and service  
levels of excellence



**EuroFormulations**  
ADD VALUE TO COLOR MANAGEMENT

Each tinting system is composed by parts that need to be integrated with each other and, most of all, to be put into communication with the end user. The return on investment mainly depends on this operation's effectiveness. With **EuroFormulations4**, our Company fully reshapes its own software introducing some technological news which are unique in the scene of tinting.



**EuroFormulations**  
ADD VALUE TO COLOR MANAGEMENT

**EuroFormulations4** comes from a project engineered by our Colorimetry and Software Development team, made of professionals that develop every day colorimetric solutions for architecture.

This is the guarantee of the full correspondance between our solutions and the real needs of the ones who make and use colors, paints and decoratives. above all, this means that you can have the chance to answer to the needs of your customers with flexibility and service levels which are at the top level of the market standards.



# kelly color

INDUSTRIA COLORI E VERNICI



**EuroFormulations**

ADD VALUE TO COLOR MANAGEMENT

Formula selection

Personal Formula

MyQuality

MySearch

Customer

Statistics

Prices

Settings


## Welcome to the Future

Select item menu



## CONSULTATION FORMULAS





**EuroFormulations**  
ADD VALUE TO COLOR MANAGEMENT

Select the product
View formula

**Formula selection**

- Classic Selection
- Search Selection
- History Selection

**Personal Formula**

**MyQuality**

**MySearch**

**Customer**

**Statistics**

**Prices**

**Settings**

Search

Preview	Name
	AP123-6
	AP124-1
	AP124-2
	AP124-3
	AP124-4
	AP124-5
	AP124-6
	AP125-1
	AP125-2
	AP125-3
	AP125-4
	AP125-5
	AP125-6
	AP126-1
	AP126-2
	AP126-3
	AP126-4
	AP126-5

Color harmonies

**Color Information**

**AP124-4**  
Colocharts : COLORTREND AMBIANCE PLUS  
Product : ANTARES PLUS  
Use : INTERIOR

Select the price list LISTINO KELLY COLOR Edit formula

[...]
0.75 L
2.5 L
5 L
15 L

**ANTARES PLUS M for 5 L**

Preview	Colorant	Gr.	MI.	Ounce	Cost
	NOH	47,127	26,181	322	0,55 €
	OCH	26,06	13,862	170	0,71 €
	BGX	149,82	117,047	1439	3,2 €

Base cost 36,6 € + Total colorant cost 4,45 € = Total cost 41,05 €

**Print**

**Dispense**

## COLOR HARMONIES

**EuroFormulations**  
ADD VALUE TO COLOR MANAGEMENT

**Formula selection**

- Classic Selection
- Search Selection
- History Selection

**Personal Formula**

**MyQuality**

**MySearch**

**Customer**

**Statistics**

**Prices**

**Settings**

**Colori complementari**

1 - Select product  
ANTARES PLUS

2 - Select the use  
EXTERIOR  
INTERIOR

3 - Select Color harmony  
6016

Color harmonies

BIANCHE PLUS

Edit formula

	Gr.	MI.	Ounce	Cost
	0,9	0,514	6	0,01 €
	1,463	1,284	16	0,04 €
	20,16	16,941	208	0,57 €

cost 26,72 €

Print

Dispense

COROB D 50



# PERSONAL FORMULAS



**EuroFormulations**  
ADD VALUE TO COLOR MANAGEMENT

- Formula selection
- Personal Formula**
  - Insert/Edit formula
  - View Personal Formulas
- MyQuality
- MySearch
- Customer
- Statistics
- Prices
- Settings

### Basic Information

Color name  \* Use  \*

Color value

Created by

Directory

Customer

Personal notes

### Colorants

Colorant um

Colorant 1

Colorant 2

Colorant 3

Colorant 4

Colorant 5

**New Customer**

Name  \*

Surname

Company name

Price list

Company Address

Phone 1

Phone 2

Fax

E-Mail

**Save**

The marked \* are required

### Current

Y

Y



## COLOR SEARCH

The MySearch Module turns the tinting system from a product supplier to a **service dealer**. Your customers will be able to make custom colors with precision, speed and simplicity, thus eliminating the downtimes and the loss of sales. This will be done through the usage of hardware devices such as spectroradiometers and colorimeters from the main manufacturers, with a consistent setup cost reduction if compared with the old softwares based on the usage of spectrophotometers.

**EuroFormulations**  
ADD VALUE TO COLOR MANAGEMENT

**Color Search**

Search

Color reference

**Filters**

- General
- Products
- Colorcharts

- BRITISH STANDARD COLOURS
- BUTTERFLY 542
- CERESIT
- SHERWIN-WILLIAMS
- CAPAROL 3D PLUS
- CAPAROL ALPINA COLOR
- COLORTREND AMBIANCE
- GMCS 660 COLLECTION
- INSPIRATION 1560
- ...

All Colorcharts

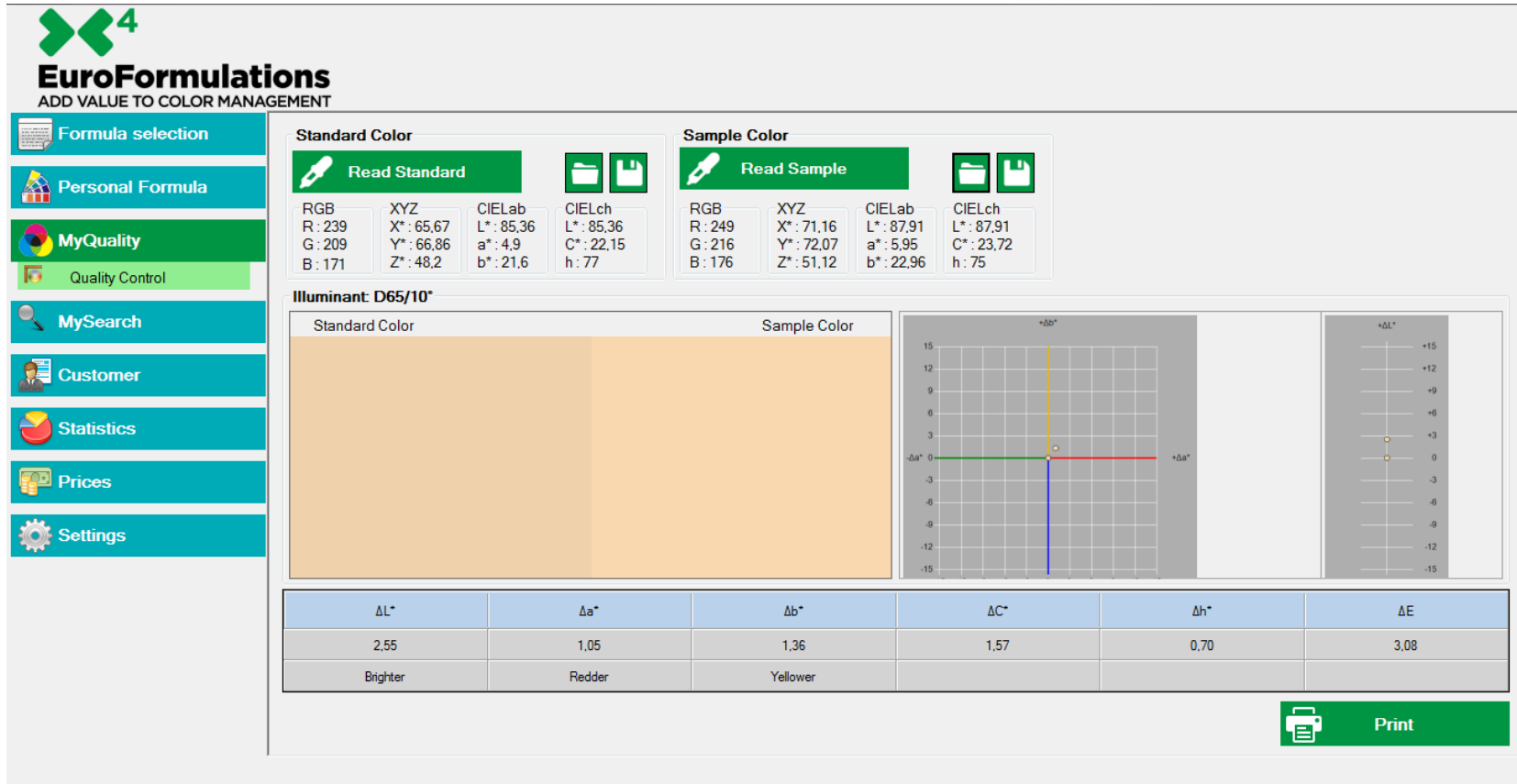
**Similar Colors**

N.	Color	DE*	Product	Fandack	Shade
1	[Color Swatch]	1,15	ANTARES PLUS	GMCS 345 FASSADEN	NT 18
2	[Color Swatch]	2,71	ANTARES PLUS	NCS 1950 4ED.	S 1060-Y50R
3	[Color Swatch]	3,56	ANTARES PLUS	COLORTREND AMBIANCE	7083D



## QUALITY CONTROL

Your most demanding customers deserve an offering fitting their advanced needs. With the MyQuality Module of EuroFormulations 4 you will be able to give them a tool for quality control which is **reliable, precise and user friendly.**



**EuroFormulations 4**  
ADD VALUE TO COLOR MANAGEMENT

**Formula selection**  
**Personal Formula**  
**MyQuality**  
Quality Control  
**MySearch**  
**Customer**  
**Statistics**  
**Prices**  
**Settings**

**Standard Color**

**Read Standard**

RGB	XYZ	CIELab	CIELch
R : 239	X* : 65,67	L* : 85,36	L* : 85,36
G : 209	Y* : 66,86	a* : 4,9	C* : 22,15
B : 171	Z* : 48,2	b* : 21,6	h : 77

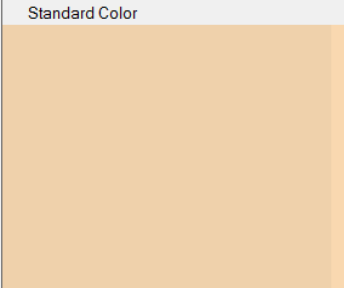
**Sample Color**

**Read Sample**

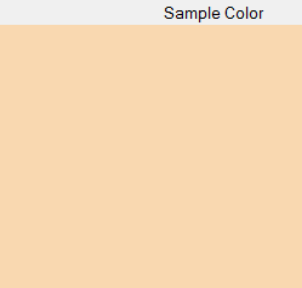
RGB	XYZ	CIELab	CIELch
R : 249	X* : 71,16	L* : 87,91	L* : 87,91
G : 216	Y* : 72,07	a* : 5,95	C* : 23,72
B : 176	Z* : 51,12	b* : 22,96	h : 75

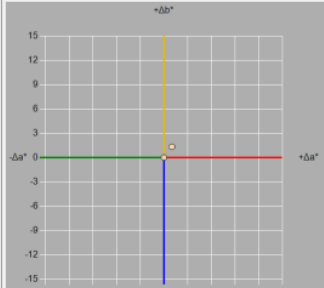
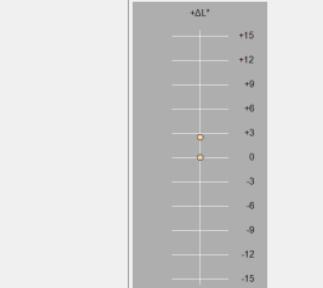
**Illuminant: D65/10°**

Standard Color




Sample Color



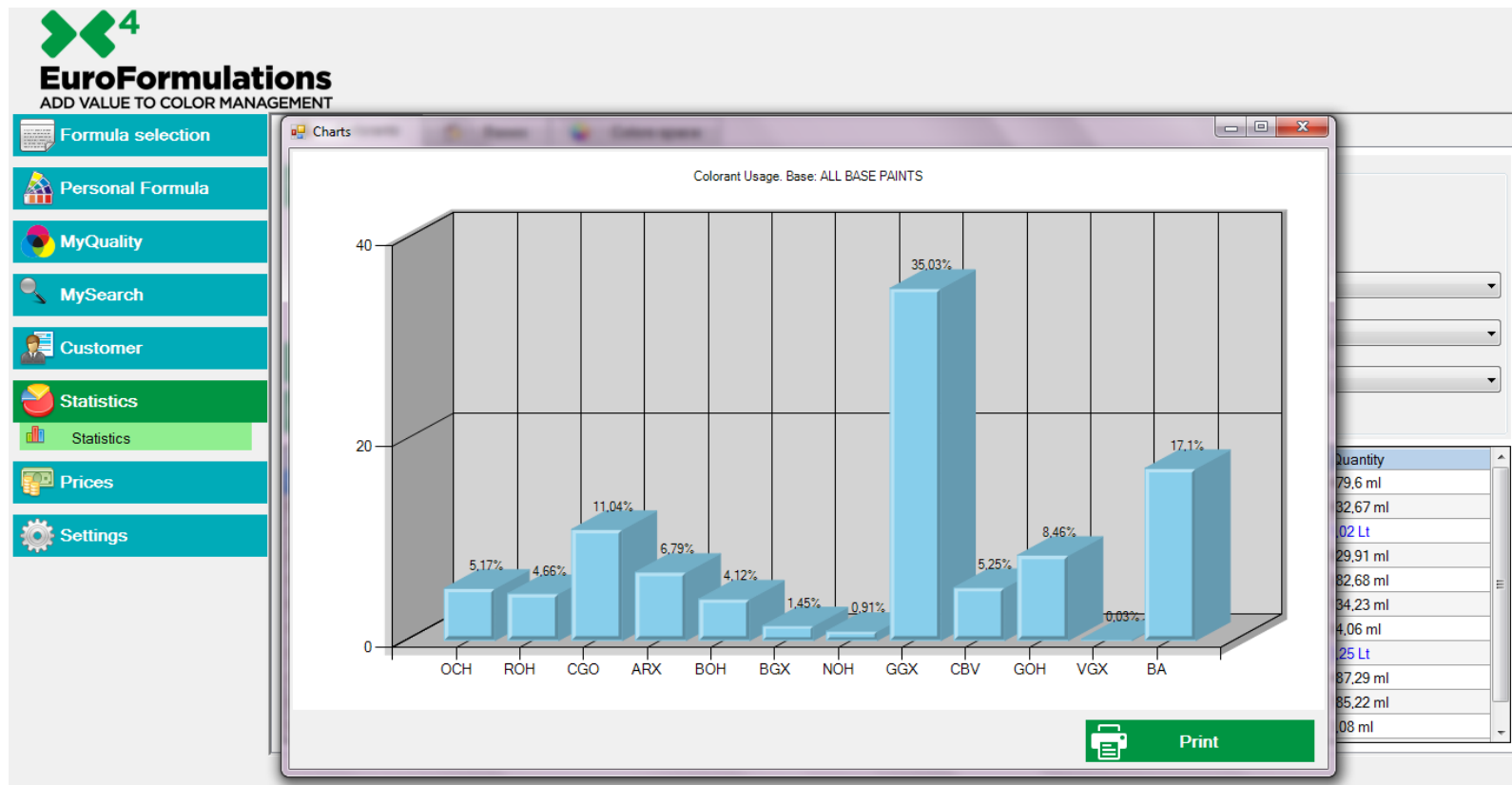



$\Delta L^*$	$\Delta a^*$	$\Delta b^*$	$\Delta C^*$	$\Delta h^*$	$\Delta E$
2,55	1,05	1,36	1,57	0,70	3,08
Brighter	Redder	Yellower			

 **Print**

## COLORANTS STATISTIC

EuroFormulations4 gives the possibility to see complete statistics regarding the usage of colorants and bases and regarding what kind of shades are mainly reproduced. The software allows you to manage a database of the customers and to relate them with the informations regarding the dosing activities, price lists, custom formulas.



## BASES STATISTIC



**EuroFormulations**  
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Customer

**Statistics**

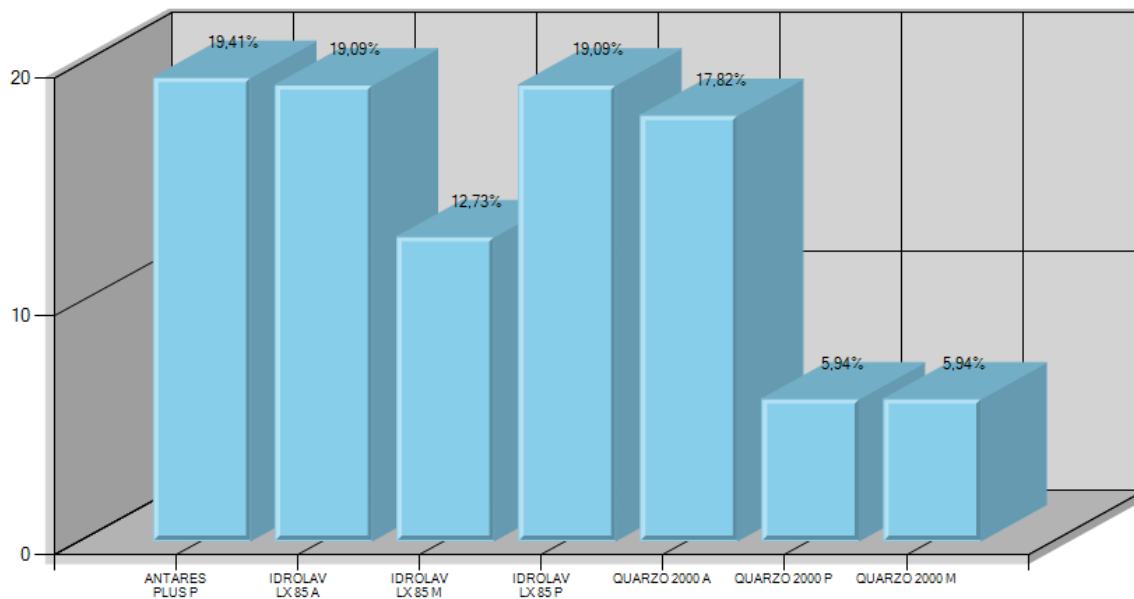
Statistics

Prices

Settings

Charts

Base Usage. Product: ALL PRODUCTS



Print

Quantity	Quantity
75 Lt	73.2 Kg
Lt	75.6 Kg
Lt	51.9 Kg
Lt	78.3 Kg
Lt	68.88 Kg
Lt	24.05 Kg
Lt	23.52 Kg



## COLORS SPACE STATISTIC

**EuroFormulations**  
ADD VALUE TO COLOR MANAGEMENT

Formula selection | Personal Formula | MyQuality | MySearch | Customer | **Statistics** | Prices | Settings

Colorants | Bases | Colors space


Search

Filters  
From: 01/01/2015  
To: 31/12/2015  
Product: ALL PRODUCTS

A large, smooth color gradient visualization showing a spectrum from red on the left, through yellow, green, cyan, blue, and purple, to red on the right. A blue arrow points from the 'Statistics' menu item to this visualization.



## PRICE LIST PERSONALIZED

 **EuroFormulations**  
ADD VALUE TO COLOR MANAGEMENT

**Formula selection**

**Personal Formula**

**MyQuality**

**MySearch**

**Customer**

**Statistics**


**Prices**

- New Price List
- Colorants/Paints
- Packaging Size

**Settings**

**Insert new price list**


Price list name  Currently €



**Price list created**

- KELLY COLOR LIST**
- KELLY COLOR LIST 2

**Copy price list**



**Copy Price list**

**Copy price list**


Price list source  
KELLY COLOR LIST

Price list destination  
KELLY COLOR LIST 2

with the following updates:

Colorants:  % (+ or -)

Base paint:  % (+ or -)



## Minimum requirements:

- CPU: i3 with frequency higher than 2Ghz;
- Ram: minimum 4Gb;
- HD space available: 4GB;
- Minimum monitor definition suggested:  
1024x768px;
- Supported OS: Windows XP SP3, Windows Vista SP2, Windows 7 SP1, Windows 8, Windows 8.1 or higher.

## 1. EuroFormulations 4 Licenses

EuroFormulations 4 is the new technological platform for the world of architectural decorative coating, developed to give to the end users simple yet powerful instrument to manage and control the whole tinting system. EuroFormulations 4 is compatible with dispensing machines (compatibility with a wide range of tinting machines from the main producers, e.g. Fast&Fluid, Corob, Tecmec, Hero etc.) and color-reading instruments.

License	Description
<i>Shop</i>	Dedicated to the POS. The user can view and print (compatible with label printers) the formulas, create and manage price lists, create and manage a database of his customer and relate them to the price lists or the dispensing activities. The dispensing activities are saved in an historical archive. Connectable both with manual and automatic machines.
<i>Full</i>	Dedicated to the advanced POS. Plus to the features of the Shop version, allows to create personal formulas (in grams, milliliters, ounces). A statistic tool allows to have an interactive overview on the usage of colorants, bases and shades.

## 2. EuroFormulations 4 Modules

EuroFormulations 4 is a platform designed to be potentiabile through the implementation of vertical Modules. In a market where it is day after day more important the service level and the technological positioning of the solutions delivered, EuroFormulations 4 is the most complete instrument to apply winning strategies.

Module	Description
<i>MyBarcode*</i>	Dedicated to the creation and the reading of barcodes. The Module does not allow to erogate the colorants if the barcode of the correct product/base has not been read.

\* Requires a bar code reader.



Module	Description
<i>MySearch**</i>	Dedicated to high-demanding end users, who want to be able to create custom colors in their shop. The color that shall be reproduce can be acquired from any source. The user-friendly interface will also display the complementary colors.
<i>MyQuality**</i>	Dedicated to those who want to make quality controls. For the sample and the standard colors are displayed complete informations (RGB, CIELab, XYZ, Ch), together with the comparison of the two colors ( $\Delta L$ , $\Delta a$ , $\Delta b$ , $\Delta C$ , $\Delta h$ , $\Delta E$ ).

\*\* Requires a a spectrophotometer (see point number 3).

### 3. Hardware

Our offering is intended to give a wide and complete spectrum of choices to our customers and their final users, starting from the POS up to the internal laboratory.

	Datacolor Spyder	Datacolor Select	X-Rite Capture	X-Rite i1PRO
Usage level	Basic	Intermediate	Intermediate	Advanced
Precision	Basic	Medium	Medium	High
Type	Colorimeter (45°/0°)	Colorimeter (45°/0°)	Colorimeter (45°/0°)	Colorimeter (45°/0°)
MySearch	√	√	Standard	√
MyQuality	√	√	Standard	√
PC I MyFormulas				
Standard white plate		√	√	√
Portability	√	√	√	√
XYZ - CIELAB	√	√	√	√
L*a*b* optimized		√		√



# kelly color

INDUSTRIA COLORI E VERNICI



## EQUIPMENT

Datacolor  
Spyder



Datacolor  
Select



X-Rite  
Capsure



X-Rite  
i1PRO

