W50 Series

Robust and Durable

The W50 Series features a robust and durable countertop spectrophotometer, the CF57, with 45 /0 measurement geometry. The W50 Series product bundle from X-Rite enables fast, easy color matching for customers, improving the customer experience at your retail paint counter. It also includes ColorDesigner PLUS software, a computer, monitor and label printer for a more robust paint color production process. It makes your paint department a color design center, giving your staff more time to focus on selling complementary accessories.

Key Benefits

With the W50 Series, your high volume paint counter will be well-equipped for any paint matching need your customers bring your way. The outstanding results it delivers will give customers a great experience that keeps them coming back while ensuring a fast payback on your investment.

- The W50 series product bundle from X-Rite is designed expressly for point of sale applications with simplified color searches and matching.
- The CF57 is a rugged, affordable 45 /0 spectrophotometer designed to help retail paint operations quickly formulate paint colors with measurements from smooth or textured samples.
- Designed for use with ColorDesigner PLUS software, the CF57 is the ideal solution for formulating and storing paint color recipes, sending spectral data to the host computer for fast, accurate formulation.
- Minimal maintenance is required and there are no loose parts, making it ideal for long-term use at retail paint counters.
- The instrument is affordable and easy to use, requiring minimal operator learning to achieve accurate, reliable color measurements for the best possible paint matches.
- ColorDesigner PLUS expedites and refines the paint selection process, eliminating needless formulation errors. It connects to any paint dispenser, making it easy to mix your customer's color in the paint product they want.

W50 Series

Featured Products

CF57 Spectrophotometer

With the rugged X-Rite CF57 45/0 spectrophotometer, counter personnel can measure customer-supplied or other samples as small as a half inch. It is easy to use, simplifying the color measurement process, and measures a wide variety of samples, including paper, plastic, fabric, painted surfaces and more.

ColorDesigner PLUS Formulation Software

X-Rite's ColorDesigner PLUS color matching software expedites and refines the paint selection process to eliminate wasted effort and needless formulation errors. It can connect to a paint dispenser system for fast delivery of paint color formulations, mix the customer's color in the paint product they want, and look up colors across paint lines (optional), turning any paint department into a color design center.

Specifications

	W53	W54	W55
Monitor Size	19.5"	22"	
Computer	✓	✓	
Label Printer	✓	✓	✓
ColorDesigner PLUS Software	✓	✓	✓
CF57 Benchtop	✓	✓	✓
Measurement Geometry	45/0°	45/0°	45/0°
8mm Spot Measurement	✓	✓	✓
White Repeatability ΔE	.10	.10	.10

Service Support & Warranty

X-Rite's color analysis and measurement solutions are engineered and manufactured to the most rigorous quality standards. These standards are backed by comprehensive global service, superior phone and web support, and preventative maintenance options to optimize your long-term investment. We have developed service support and warranty plans that are unique to your organization's specific products and needs.

Learn more by reviewing our service offerings on our website at: **www.xrite.com/page/service-warranty**.

Still unsure of what you need? Contact us directly at: **servicesupport@xrite.com**

xrite.com/w-series-retail-solutions