



Mr. Natsis and Mrs. Lutz from Sarnamotive take a measurement with the portable 962 Spectrophotometer on a plastic part from an automotive seat.



Industry
Automotive Plastic Supplier

- Challenge**
- Color Communication with customers and suppliers
 - Assistance with product development and product presentations
 - Process control
 - Customer complaint evaluation

Solution
Incorporation of 962 Spectrophotometer with X-RiteColor Master QA2 quality assurance software.

- Results**
- Color Communication with customers and suppliers has improved
 - Faster and more successful product development and presentation
 - Improved process security in production

- Company Snapshot**
- Sarnamotive Schenk is headquartered in Esslingen, Germany
 - Additional facilities in Bretten, Germany and Liberec, Czech Republic
 - Part of Sarnamotive Division Europe at Sarna Kunststoff Holding AG

Color Communication in the Automotive Supply Industry

Sarnamotive Schenk designs and manufactures functional and trim parts, as well as decorative accessories for automotive interiors. Headquartered in Esslingen, Germany, Sarnamotive Schenk GmbH is part of Sarnamotive Division Europe, a member of Sarna Kunststoff Holding AG. There are additional offices in Bretten, Germany and Liberec, Czech Republic. Sarnamotive serves automotive suppliers and the plastics industry. As a small to medium-sized independent business, Sarnamotive makes all of the decisions concerning their customers at Esslingen, thus avoiding a long and complicated decision processes.

Sarnamotive's plastic automotive products require an exact color match to the rest of the interior of the automotive. The interior colors are different for each car manufacturer and they often have colors that are slightly inconsistent. This makes it easy for a part to be produced in a color that is dissimilar enough from the rest of the interior to be rejected. To better please its customers, Sarnamotive needed to improve their color management.

Color Challenges

Sarnamotive needed a solution to their color accuracy problem. Using other solutions, their colors were not matching correctly. Consequently, this caused customers to reject Sarnamotive's products.

Introducing the X-Rite Solution

Sarnamotive now uses X-Rite's 962, 0°/45° Portable Spectrophotometer and QA Master quality assurance software for project planning and definition, in the laboratory, for customer standards, product development and presentation. Sarnamotive uses the 962 Spectrophotometer as a means to control color with each new product start and color change. The QA Master quality assurance software enables Sarnamotive to create diagrams to analyze color data and provide customers with approval reports.



Mrs. Lutz

Results

After incorporating X-Rite's 962, 0°/45° Portable Spectrophotometer at Sarnamotive, their color communication with customers and suppliers improved greatly. They are now faster and more successful during product development and presentation stages. There is now high instrument to instrument agreement between Sarnamotive and their customers.

The lightweight, compact instrument with its larger, easy-to-read graphical LCD display and rugged construction makes it practical for use on the production floor. The X-Rite 962 runs off of rechargeable batteries, making it easy for remote use and has memory for 1024 standards and 2000 samples.