

# Coloration

## Color Packs

### **General**

Milestone uses integral color, usually adding pigment to the 2 layers that make up the Finish coat. The liquid pigment is added to the Milestone Acrylic Liquid prior to mixing with dry ingredients. Artisan Finishes provides a number of popular Color Packs for 16oz, 1, 2 and 5 gallon mixes. When using the Sample Color Pack (16 oz) make sure to mix the contents of the container with **14 oz(!)** of Milestone Acrylic Liquid to obtain the correct ratio for 16 oz. All Color Packs can also be mixed with each other to achieve additional tones. You can find images of all the colors available on our website at <http://artisanfinishes.com/pages/colorstextures/colorstextures.htm>.

Since color representation varies from monitor to monitor we supply color references, usually using Benjamin Moore color chips. Please note that we did not design our color line to match BM colors. Instead we based our line on colors popular with designers and home owners. The referenced BM colors were selected to provide the closest match available. Our website provides enlargements of our colors with the related BM color chip right on the sample to help you see any existing differences.

### **Using Color Packs**

Some of our pigments are highly concentrated. In its most concentrated form, our pigment will take a long time to dry and exposure to moisture will reactivate it even after days have gone by. As a general rule, you should avoid contact with the skin by wearing rubber gloves during mixing and clean up any spills of pigment immediately. Use at least a 2 gallon bucket when mixing Milestone Acrylic Liquid and a Color Pack for 1 gallon. Make sure you have a bristle brush available. Empty the Milestone Acrylic Liquid into the bucket followed by the pigment from the Color Pack. Some of the pigment will cling to the inside and the lid of the container. Wearing the rubber gloves, submerge the container into the Milestone Acrylic Liquid in the bucket and, with the help of the brush, wash all remaining pigment into the Milestone Acrylic Liquid. Repeat with the lid. After washing all pigment into the Milestone Acrylic Liquid, stir the mixture with the brush until all the pigment is suspended. When mixing color for 5 gallons of Milestone Acrylic Liquid, you will need two 5 gallon buckets. Divide the liquid equally between both buckets, then add the pigment to one of them, following the above instructions. When mixing 5-gallon batches, we tape a 2" brush to a long stir-stick in order to reach the pigment at the bottom of the bucket. Next, pour the liquid back and forth between the 2 buckets until it is completely mixed.

**Important:** As you're proceeding with your installation, make sure to stir the liquid with a bristle brush prior to combining it with the dry parts of your mix and during re-tempering. The pigments tend to settle within a relatively short time and the color of your finish will gradually lighten if the pigment is not re-suspended every time before mixing or re-tempering.

### **Custom coloring**

If you or your customer are looking for a color that is not part of our color line, you have the option of using the 12 colors that provide the base of our color line and mix them yourself to create a custom color. One of the biggest concerns in custom coloring is reproducibility. You've created a sample, you showed it to your customers, they love it, and they want their wall, counter or shower to look just like it. The only way to meet that expectation is to establish a formula when you first create your sample, which means measuring the pigment. At Artisan Finishes, we have a color machine that lets us dispense amounts as small as 1/96 of an ounce fairly accurately. While you can find a used color machine for

\$200-\$300, not everybody is willing to go that route. Your alternative is to measure with tea-and tablespoons. Keep in mind, measuring with tea-and tablespoons will be less accurate than using a color dispenser. You will want to address that when you talk to your customers. Let them know that the sample provides a general range and that variations are part of the process. In addition to the segment on samples, here are some tips for the custom sample process:

Keep a written record of what you're doing! The whole custom sample making process is only useful if it result in a reproducible formula.

If one of the existing color packs is close to the desired color, start with that pack and add pigment to it. Start with at least 16 oz of tinted or un-tinted Milestone Acrylic Liquid. On very light colors, you may need more liquid since the pigments measured in fractions of a teaspoon may be to strong for 16 oz. If the hue of your color is correct but the light/dark value is wrong, you can add or subtract a few ounces of Milestone Acrylic Liquid to lighten or darken the color accordingly.

Keep your basic pigments in squeeze bottles and squeeze into clean measuring spoons. Scooping the pigment with the measuring spoon out of a container will add additional pigment from the outside of the spoon causing an inaccurate measurement. Wash all of the pigment from the spoon into the Milestone Acrylic Liquid. Stir your sample mix with a bristle brush to suspend all of the pigment evenly. The pigment will start to settle after a while, so re-stir every time before using. This applies to mixes for samples as well as for installations.

Since you will almost always seal your installation, you don't know the final color of your sample until you have sealed it with Milestone Urethane. Prior to sealing your sample, you might want to apply a 1" strip of tape to one side of the sample. This will allow you to check your unsealed installation against your unsealed sample. For more accurate results, apply a strip of tape prior to applying the second Finish coat to be able to check on the first Finish coat as well. If for some reason your color mix is off, you can still make adjustments to it before applying the final Finish coat.