Sales & Marketing **Bulletin**



TO: All Greenheck Representatives

FROM: Andy Jackson

Product Manager, Louvers

DATE: March 23, 2020

SUBJECT: New Louver Color Chart

In the January-March 2020 issue of Rep Update (page 12), we introduced the new louver finish/coating selection process that will be released in CAPS® 4.32 (April 2020). We also referenced our updated louver standard color chart. The intent of this bulletin is to announce our new louver color chart. However, we encourage you to reread the Rep Update article describing the new louver finish/coating selection process prior to the release of CAPS® 4.32.

New Color Chart - Color Changes

The standard louver color chart has been refined based on historical trends and industry popularity. We will send you the new Louver Finishes and Colors brochure at the release of CAPS 4.32. The brochure includes the new color chart. It is also featured on greenheck.com*. This new color chart features 33 standard paint colors including six standard Mica colors. All standard Anodize colors will remain unchanged.

Thirteen of the 33 standard finish colors are new to the chart. With the introduction of 13 new colors, we decided to obsolete 14 colors from our standard offering because of low demand.

CAPS 4.32 will alert users with older CAPS files if the color selected before is now obsolete and not available. We still offer the obsoleted colors. However, these colors will now be treated as custom colors and you will need to select Match Color Chip in CAPS. Please be assured that for the near term, we will make pricing adjustments upon request to avoid the minimal price escalation associated with a custom color. We are confident these price adjustments will be few because the obsoleted colors historically are not popular.

New Standard Greenheck Louver Colors	Obsoleted Greenheck Louver Colors
Dover White AL202	Forest Green GF117
Rawhide AL215	Military Blue GF109
Lindie Bronze AL218	Ivy GF101
Statuary Bronze AL221	Wedgewood Blue GF119
Dove Gray AL213	Brandy Wine GF111
Charcoal AL214	Portland Stone GF115
Terra Cotta AL217	Slate GF200 (Mica)
Hartford Green AL208	Frost GF204 (Mica)
Aegean Blue AL204	Mocha GF207 (Mica)
Bright Silver AL222 (Mica)	Sandalwood GF205 (Mica)
Gun Barrel AL239 (Mica)	Charcoal GF208 (Mica)
Dark Bronze AL238 (Mica)	Sand GF202 (Mica)
Asti AL236 (Mica)	Brownstone GF206 (Mica)
	Rust GF203 (Mica)





New Color Chart - Useful Information

Not only does our new Louver Finishes & Colors brochure display a revamped color chart, but we also included answers to your most frequently asked color questions. We included a chart that explains AAMA performance criteria associated with paint coatings to help you and your customers make the appropriate coating selection. A formal definition of "Mill Aluminum" along with guidance to select prime coat also is included.

Additional CAPS Enhancement – Louver Color Chart Provided with Submittal

Along with the new finish/coating selection process in CAPS 4.32, we have answered your requests for the option to print an abbreviated version of our standard louver color chart with submittals. The optional pages tab of the submittal options in CAPS 4.32 has an option to select "Louver color chart." Please note that the color chart is only available when a standard finish color or Standard TBS is selected. Additionally, only the available standard colors depending on the coating type(s) selected on the job will be included with the submittal when selecting the optional louver color chart.

Please contact the louver team at louvers@greenheck.com or 800-373-4866 with any questions.

*Note: Colors should not be selected based upon viewing on the website or from sheets printed from the website. The actual color chart in the brochure should be used for comparing and selecting colors. Please see the brochure for specific color matching directions.