



GENERAL SERVICE BULLETIN

Dealer 48GS-14
November 2, 1948

To: REGIONS, ZONES AND DEALERS

Subject: COLOR MATCHING PACKARD LACQUER

Recently there has been an increase in complaints regarding the apparent mismatch of Packard lacquer supplied through the Factory Parts Warehouse to the lacquer used in production. Many of these complaints do not result from poor color mixing, but rather to one or possibly all of many factors which contribute to inaccurate color matching.

All Packard lacquer supplied through the Factory Parts Warehouse is of the same high quality formulas that are used in production for the finishing of new cars. This lacquer is correctly formulated to insure accurate color match. Each batch of the various colors, as it is being mixed, is color matched with production master color chips.

All men in the Paint Department of our Dealer organizations who handle these lacquers, those who prepare the cars for spraying, those who actually do the spray work and those who do the polishing, can correct many of the causes of improper color matching if they are familiar with and carry out the instructions in the following paragraphs:

AGITATION

Agitation is probably the most important single factor in obtaining good color matches. If it is at all possible, use a power agitator, as it will pay dividends many times over. The difference in weights of pigments cause some to float and others to settle. As a result these pigments must be equally dispersed throughout the mixture to assure accurate matching.

If a power agitator is not available, pour off most of the vehicle from the can in which the lacquer is received. Then, with a clean stick or piece of metal, scrape the sides and bottom and stir until all the pigment is equally distributed in the vehicle remaining in the can. When this is completed pour the remainder of the top vehicle back into the can and again stir or agitate until the paint is of equal consistency throughout.

Remember, a can of paint becomes useless as far as color is concerned if some is used before the entire batch is completely mixed. It is impossible to then take the remaining amount of paint, no matter how thoroughly mixed, and obtain the correct color match. Hand agitation for a full 15 minutes is not uncommon when metallic colors are used.

A few minutes of extra care are of the utmost importance when agitating the paint you are about to use. Over 85% of all complaints in the field are due to incomplete agitation before using.

THINNER:

Lacquer thinner of inferior quality will leave troublesome residual matter in the paint film thus causing mis-match of color. Only the very best grade of thinner, with a high balanced solvent content, should be used for reducing purposes. Packard Lacquer Thinner No. 10 or its equivalent is recommended. Avoid all secondary solvents.

APPLICATION:

This phase of refinishing an automobile is undoubtedly one of the most important factors involved. Every gallon or quart of paint received has a complete set of directions on the reverse side, and these directions are of the utmost importance. Keep reading them, because as new techniques and technical advances are developed they are included and passed on to you. The viscosity of the paint is extremely important, not only for hiding power and ease of application, but for true color match also. A material too viscous will not atomize properly and when sprayed will tend to darken, causing flooding, runs, and streaks. Thinning the paint too much will also have undesirable effects, namely, poor hiding, discoloration, and sagging. The use of proper spraying viscosity cannot be over emphasized when spraying metallic finishes. The very nature of the metallic finishes requires special care and handling if the original color is to be matched as desired.

BACKGROUND:

In the spraying of maroons, some reds, and all metallic finishes, the background is very important due to the extremely low opacity of the above mentioned paints. The variation in background or ground coat can cause a difference of several shades. An example would be the use of gray primer and surfacer beneath maroons or red surfacer under a color such as Taxi White or Packard Ivory. Most good painters realize this point and compensate for it. It must be remembered that extra coats of metallic finishes do not eliminate irregularities in the application or sanding of the ground coat.

TEMPERATURE:

The temperature of the metal when sprayed has a definite effect on color when taken to extremes. In other words, when a car is extremely warm or cold, it curtails or excels the amount of flow which is required to give a full rich coat, and if it is too cold silking and flooding are more apt to appear. Again, metallic colors are the worst offenders. The closer the car body and spray room are to 75° F., the better.

PRODUCTION:

Production drift is another cause for poor color matching. As literally thousands of gallons of paint are being used, it becomes necessary to manufacture colors in numerous batches at various time intervals. This means that the human element enters the picture and, despite the fact that they exercise the utmost care, tinters find it impossible to match every batch exactly with the previous batch. The addition of convection force-dry ovens, methods of spraying, and even the time of year add to the possibility of color variation.

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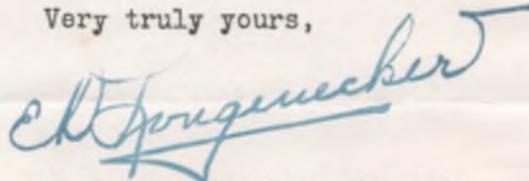
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ELEMENTS:

The weather plays an important part in color matching. Wind, rain, and sun cause the protective coating to fade or darken (depending on the color) as the car is exposed to the extremely destructive ultra-violet rays. The introduction of organic pigments has helped to eliminate this condition to a certain degree, however, ultra-violet rays change all colors to some extent. Having four or five pigments in a color, the failure will be composite and the color film will be affected. Pastel and metallic colors are worst offenders and the change has been known to take place in a matter of days.

The above suggestions have been developed from extensive tests both in the field and the laboratory. If they are followed, color matching problems will be held to a minimum.

Very truly yours,

A handwritten signature in blue ink, reading "E. D. Longenecker". The signature is written in a cursive style with a horizontal line underlining the name.

E. D. Longenecker, Manager
Parts and Service Department

BRH:bjm

Standard PASSENGER CAR PAINT SCHEMES

SCHEME A-Entire Car Lowell Gray Metallic
 SCHEME B-Entire Car Packard Blue Metallic
 SCHEME C-Entire Car Egyptian Sand Metallic
 SCHEME D-Entire Car Serpentine Green Metallic
 SCHEME E-Entire Car Cavalier Maroon Metallic
 SCHEME F-Entire Car Golden Green Metallic
 SCHEME H-Entire Car Agate Blue Metallic
 SCHEME J-Entire Car Lexington Green Metallic
 SCHEME L-Entire Car Sardonyx Brown Metallic
 SCHEME M-Entire Car Aztec Brown Metallic
 *SCHEME T-Entire Car (except wheels)
 Packard Ivory

SCHEME X-Entire Car Black

Note: Wheels on all models will be painted the same color as the body except for Scheme T, wherein the wheels will be painted French Red.

*Paint Scheme T will be furnished on Convertible models only.

Scheme DF — Upper — Serpentine Green Metallic; Lower and Wheels — Golden Green, Metallic

Scheme LC — Upper — Sardonyx Brown Metallic; Lower and wheels — Egyptian Sand Metallic

Scheme JC — Upper — Lexington Green Metallic; Lower and wheels — Egyptian Sand, Metallic

Scheme HC — Upper — Agate Blue Metallic Lower and wheels — Egyptian Sand Metallic

Scheme MC — Upper — Aztec Brown Metallic Lower and wheels — Egyptian Sand Metallic

NOTE: On Club Sedans body above belt moulding and trunk lid above moulding will be painted in the upper color when two-tone paint schemes are specified.

On Four Door Sedans body above rain gutter and crease at trunk to opening of windshield including windshield pillars, upper body color when two-tone paint schemes are specified.

Two-Tone

COMBINATIONS

Taxi

PAINT SCHEMES

Scheme TW

Upper—Portion above belt line, including rear deck lid, raised portion of bonnet and wheels, Arizona Beige

Lower—Rajah Maroon

Scheme TZ

Upper—Portion above belt line, including rear deck lid, raised portion of bonnet and wheels, Arizona Beige

Lower—Burnt Orange

Scheme TY

Upper—Portion above belt line, including rear deck lid, raised portion of bonnet and wheels, Arizona Beige.

Lower—Manhattan Rust (BF-2439). No color chip available.

(800)



BF-2166 Cavalier Maroon, Metallic, 1942-6-7-8



BF-2346 Lowell Gray Metallic, 1946-47-48



BF-2435 Egyptian Sand Metallic, 1948



BF-2437 Packard Blue Metallic, 1948

1948

Packard

LACQUER COLORS



BF-2432 Golden Green Metallic, 1946-7-8



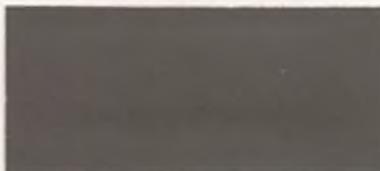
BF-2433 Agate Blue Metallic, 1948



BF-2426 Lexington Green Metallic, 1947-8



BF-2429 Sardonyx Brown Metallic, 1947-8



BF-2434 Aztec Brown Metallic, 1948



BF-2428 Packard Ivory, 1947-8



BF-2347 Black, 1942-6-7-8



BF-2046 French Red (Wheels only), 1948



BF-2420 Arizona Beige, 1946-7-8



BF-2425 Rajah Maroon, 1946-7-8



BF-2421 Burnt Orange, 1946-7-8



BF-2436 Serpentine Green, 1948