



APPLICATION BRIEF



The Best HunterLab Solution for Measuring the Color of

Power Tools



WHY IT MATTERS



EASIER TO FIND

High-visibility colors stand out against concrete, lumber, dirt, steel, and other jobsite materials.



STRONGER BRAND RECOGNITION

Professionals can instantly recognize a brand by color alone—often from across a room.



REDUCED LOST TOOLS

Bright colors help users quickly locate tools in busy and demanding environments.



IMPROVED PERCEIVED QUALITY

Consistent color reinforces a professional, premium brand image.

THE HIDDEN CHALLENGE

Maintaining consistent color across an entire product family is more difficult than it appears.

HOUSINGS

Glass-filled nylon and other engineered plastics

GRIPS & OVERMOLDS

Rubber and TPE materials for comfort and control

BATTERY PACKS

Opaque encloses and textures



ACCESSORIES

Additional components that must visually match

CHARGERS

Separate materials and finishes



Each material reflects light differently and can create visible color differences—even when the same colorant is used.



WHAT CAN GO WRONG?

Color variation can result from many factors:

- ✗ Different polymer formulations
- 👤 Multiple suppliers and locations
- ⚠️ Material lot changes
- ☀️ Surface texture and gloss differences
- ♻️ Recycled content variation
- ☀️ UV exposure and weathering



Without objective measurement and control, components may appear mismatched when assembled—impacting brand quality.

HOW MANUFACTURERS SOLVE IT



Objective measurement provides a common language for manufacturers, suppliers, and production teams—worldwide.

THE SOLUTION: AGERA® L2



- ✓ CIE-Calibrated D65 Illumination
- ✓ Dark Performance Mode
- ✓ UV Control
- ✓ ASTM-Compliant 60° Gloss Measurement
- ✓ Embedded High-Resolution Camera
- ✓ Touchscreen Operation
- ✓ On-board EasyMatch® Essentials L2 Color QC Software
- ✓ Optional EasyMatch® Quality Control Enterprise Software



Objective measurement with the Agera® L2 helps manufacturers protect their brand colors and maintain the quality customers expect.



The signature colors used by power tool manufacturers are far more than decorative design choices. They are valuable brand assets that improve visibility, recognition, and product differentiation. Maintaining these colors consistently requires objective color measurement and effective quality control throughout the manufacturing process.



HunterLab Did You Know?™ Series

Clear • Awareness • Quality Insights
Helping manufacturers understand the true value of color measurement in improving quality, reducing waste, and protecting brand reputation.

LEARN MORE

Scan the QR code or visit
www.hunterlab.com/en/products/benchtop-spectrophotometers/agera-l2/

