CASE STUDY: Kelly-Moore Paints

Progressing into “The Painter’s Paint Store”

Headquartered in San Carlos, California, employee-owned Kelly-Moore Paints operates 170 retail stores throughout the Western and Southwestern United States, as well as three manufacturing facilities where it formulates its own Kelly-Moore paint brand. Established in 1946 to serve primarily commercial and contract painters, today Kelly-Moore Paints also provides homeowners and do-it-yourselfers with quality products for home improvement. The company is proud to report it employs approximately 2,000 people and manufactures and sells about 20 million gallons of paint every year.

Setting the standard for accuracy

“We’re continually looking for ways to do our work more efficiently,” said Mike Kelly, color systems manager at Kelly-Moore Paints. “With numerous stores, we want to assure our customers that if they walk into any Kelly-Moore Paint store, they’ll get the same consistent quality products. The equipment we have in the field is the key to achieving this goal.”

“Before we installed the automated Accutinter 7000 (AT 7000) and Accutinter 8000 (AT 8000) from Fluid Management, we were using manual equipment,” said Kelly. “One of the downsides of manual processes is that there are many ways to make errors. It’s easy for the operator to get distracted, and the manual machines don’t always stay calibrated.”

Kelly estimates that about 90 percent of Kelly-Moore Paints’ retail network now has automated paint dispensing and mixing systems—from one to as many as six Accutinters at each of its 170 retail stores. Most of these are the Fluid Management 7000 and 8000 models. The AT 7000 holds up to eight 6-quart and eight 4-quart containers, and features a compact footprint, making it ideal for smaller spaces. The AT 8000, designed for high-volume paint dispensing operations, easily accommodates five-gallon paint pails with a conveyor system, and provides easy-to-clean stainless steel work surfaces.

Taking customer care to the next level

Kelly-Moore Paints is dedicated to delivering the very best customer service to develop and sustain long-term relationships. Similarly, the company appreciates attentive support from its suppliers.

“Something that’s always been the best part of working with Fluid Management is their FM Direct team. These are the technicians who do the maintenance and service calls,” Kelly said. “We can always count on the FM Direct team to be right there because they treat us like we are their most important customer. We’ve gotten to know these technicians over the years, and they’ve never let us down.”

In summary, Kelly noted, “like every other business today, we have to do more work with fewer people. If we didn’t have the Accutinters, our stores would be less efficient. The Accutinters allow us to avoid errors and increase turnaround time, and each machine has become a great tool in our arsenal. Fluid Management is a good partner and we look forward to future business with them.”