CASE STUDY: True Value Home Center

An Ongoing Commitment to Service

At the Marshall, Minnesota-based True Value Home Center, it’s all about service. A family-owned co-op home center since 1965, the company prides itself in providing customers in this rapidly growing community with the variety of materials needed for new construction. With a paint department responsible for an exemplary 136 percent more business than competitive stores, time is always of the essence. After operating with a manual machine for several years, the company decided that it was time to look at automation.

The right solution

“We had to work very hard to keep up with our customers’ need for repeat colors and quick turnaround. We knew it was time for new technology to make it more convenient for our customers—and easier for us.”

After researching the market for a dispenser that could fulfill the store’s need for both speed and accuracy, management made the decision to purchase Fluid Management’s Accutinter 7000 (AT7000).

Automation offers big dispensing power for times when high performance is mandatory. With its accurate and quick dispensing system, proprietary DVX technology and advanced ColorPro software Fluid Management’s Accutinter delivers the accuracy and reliability True Value Home Center was seeking at an affordable price point.

Features that hit home

One key feature of automation that really struck a cord with True Value Home Center was the fact that it dispenses as small as 1/384th of an ounce of colorant, meaning a significant reduction in mistints.

“The accuracy is a major benefit,” said Neubeck. “If a customer comes into the store with a swatch of material from their drapes and asks for paint to match the exact color of blue, we can easily replicate it. Not only that, if that same customer comes back three days later for more, the formula for that exact paint color is available for reference.”

“We were also very impressed with the rapid speed,” expressed Neubeck. “It was important for us to find a solution that would provide quick dispensing, without jeopardizing the accuracy of the final product.”

User-friendly technology makes it easy for everyone

True Value Home Center also noted that the ColorPro software available on all of Fluid Management’s Accutinters has meant a dramatic reduction in its staff’s learning curve because the usage information is easily accessible.

“Anyone who can use a computer can use an Accutinter,” said Neubeck. “We’ve found that our training time with employees experienced or not, has been significantly reduced thanks to this user-friendly software. It simply prompts employees with the exact questions to ask the customer, making it virtually impossible to impair the formula for the paint color desired.”

Happy customers all around

In terms of service, True Value Home Center has been very happy with the relationship forged with Fluid Management.

“The AT7000 is virtually maintenance free,” stated Neubeck, “and any minor issues that come up, Fluid Management handles seamlessly.”

“Choosing automation has been a very good business decision for the paint department and for the True Value Home Center,” concluded Neubeck. “If I owned my own hardware store, I would buy a Fluid Management Accutinter. Being fully automated helps deliver on our mission to serve our customers efficiently, which ultimately delivers results to our own bottom line.”