

Auto Body Supply, Inc.



Launches Enhanced Software COLORMOBILE® Application



PPG Automotive Refinish has introduced an updated and improved version of the software application

COLORMOBILE®

Designed for smart phones and tablets, the new application allows quick and easy mobile retrieval of the most up-to-date PPG color information. Collision industry professionals using PPG products now have free access, 24/7, to the latest Prime, Variant and Special field formulas anywhere there is an Internet connection.

The COLORMOBILE® application features a user-friendly screen and enhanced functionality including streamlined searching based on a user's individual preferences. General search results may be obtained through a variety of categories such as vehicle manufacturer, OEM/brand codes, model, year, color description and others. Once results are presented, the user can expand the Formula Details screen to view minimum mix quantities and VOC information.

The COLORMOBILE® application also has email capability. "We know how important it is for industry professionals to stay connected with customers," adds Kimbro. "We included the email function so color formulations could be sent out right away."

The new application is available now and intended exclusively for users of PPG products. Subscribers to the Online Color Formulations desktop version can utilize their same user ID and password for the COLORMOBILE® application to obtain full color formula information.

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