Color It Right program FAQs

Answers to your most common questions about our available sealant colors

color it *right*
EXACT • FAST • EASY

The expanded Color It Right program from Dow offers a broader spectrum of color choices for your DOWSIL™ Brand Silicone Construction Sealants. Learn more about how to make the program work for you in this helpful FAQ document.

What are the products covered in the Color It Right program?

DOWSIL™ 756 SMS Building Sealant
DOWSIL™ 790 Silicone Building Sealant
DOWSIL™ 791 Silicone Weatherproofing Sealant
DOWSIL™ 795 Silicone Building Sealant
DOWSIL™ Contractors Concrete Sealant
DOWSIL™ Contractors Weatherproofing Sealant

What colors are available?

For assistance in color selection, you can contact the Dow distributor closest to you. Or visit **dow.com/coloritright** to download a PDF containing a complete list of standard non-stocked colors from our expanded color catalog. For highly demanding jobs, Dow will computer-match customers' project-specific substrates for a custom color match. The custom color request form is available at for your submission to our color laboratory.

What color variations are expected in flat versus non-flat color sealant joints?

Shapes affect light reflection. Rounded shapes are more difficult to judge versus flat shapes. The color appearance will vary due to the shape, making the rounded shape look brighter on the top and darker on the bottom.

How is color measured?

Dow uses the CIELAB color measurement system to measure, store and compare color.

What are the typical tolerances in standard colors?

When manufactured, all colors will be <1.0 Δ E compared to the Color Standard (which is approximately one shade). Once a custom color is approved, that color is already loaded and will become the Color Standard. For the special and standard colors, the samples used on the ink and bead cards will be within spec of the standard.

What are the typical tolerances in bead cards versus recently made product?

When supplying material to make the bead cards, <0.50 Δ E is the target. We manufacture sealant colors at <1.0 Δ E.

What are the differences when looking at a color card, color chip and cured sample catalogs? Where does the difference matter, and where does it not?

Because the color card is an ink substrate, whereas the bead card and cured sample are the actual sealant, the appearance of ink compared to sealant will look different. Also, how the material is applied will affect the sheen and color appearance. The color should be compared at the job site where the material will be applied, and it should be viewed at different angles and locations. This will offer a more accurate representation of how the color will appear.

What are the expected timelines on the colors shown in the color catalog?

If not noted otherwise, the color sealants featured in the color catalog will be shipped with fast turnaround time upon receiving the firm order from our distributor. This applies only to product packaged in sausages.

DOWSIL™

What does the color code mean?

1. The first part of the code is the Product, which could be a Number or a Name, and is followed by a dash. For example:
   - In **795-12345-1**, DOWSIL™ 795 Silicone Building Sealant is the product.
   - In **CWS-9361-1**, DOWSIL™ Contractors Weatherproofing Sealant (CWS) is the product.
2. The second part of the code is the Custom Color Number. This Custom Color Number will have a dash before and after it. If this number ends with an "M," this means the maximum amount of pigment that can be used in a Custom Color has been used for this Custom Color match. There also will be times that a Custom Color will need to be rematched because the customer did not like the match supplied by the color lab. When a rematch is performed, an "A" will be added to the end of the Custom Color Number. If more than one rematch is needed to get an approved Custom Color Match, then the next letter in the alphabet will replace the existing letter, not going higher than "F." For example:
   - In **790-12187-1**, 12187 is the Custom Color Number.
   - In **791-15153M-1**, 15153M is the Custom Color Number, and the color has the maximum pigment allowed.
   - In **756 SMS-12215A-1**, 12215A is the Custom Color Number, and the color has been matched 2 times.
   - In **CCS-12683MB-1**, 12683MB is the Custom Color Number, and the color has the maximum pigment allowed and has been matched 3 times.
3. The third part of the color code is the Information Code, which follows the second dash. At this time, Dow only utilizes "1" and "2" as Information Codes. Information Code "1" means there are no restrictions, and this color should be able to run on most operations and use most packaging components. Products with Information Code "2" are not included in the advertised Color It Right turnaround time.

I have a metallic substrate. What can I expect?

Dow does not use metallic pigments when doing custom color-matching; therefore, Dow custom color matches will not have a metallic appearance. When Dow is sent a metallic substrate for a color match, the color lab attempts to match the color that is in between the darkest and lightest color of the substrate when viewed at all angles under standard daylight. This will be a solid color match, and it is recommended the color sample be evaluated by the customer at the job site where the sealant will be applied, during the different times of day and at different angles.

Learn more

With Color It Right from Dow Building Science, it's now easier than ever to get the exact sealant color you want, when you want it. Catalog color options have expanded to include 60+ sealant colors ready to ship with fast turnaround time to keep your job moving forward. Learn more by visiting **dow.com/coloritright**.

Rely on our materials innovation, application experience, broad technical services, and global supply capabilities with local support. Learn more at **dow.com/buildingscience**.

Dow has sales offices, manufacturing sites, and science and technology laboratories around the globe. Find contact information at **dow.com/contactus**.

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