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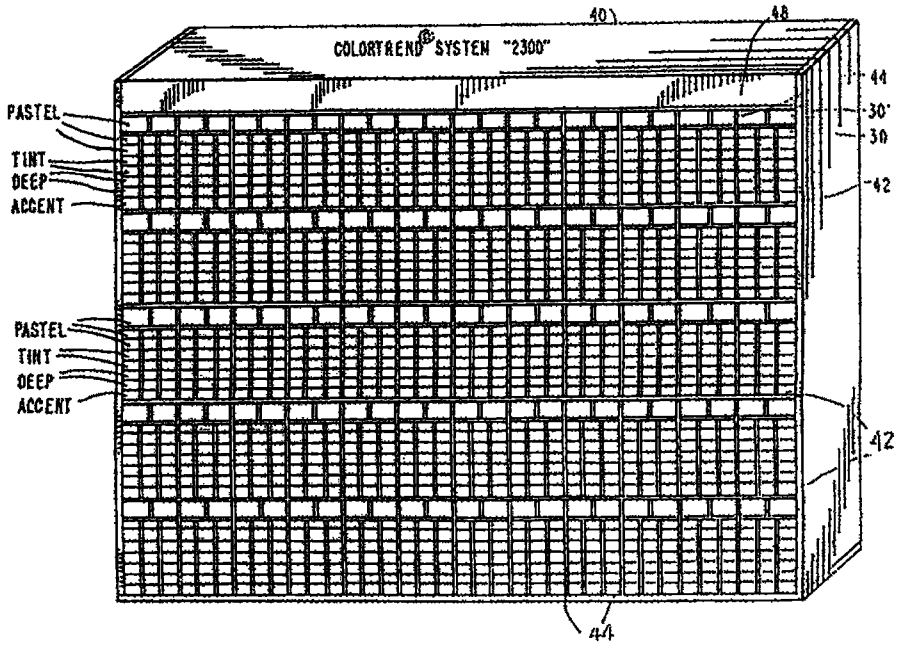
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(54) Title: COLOR SELECTION AND IDENTIFICATION FOR ARCHITECTURAL COATINGS



(57) Abstract

A color identification and selection display for use in connection with the retail sale of custom–tinted architectural coatings and paints is based on lightness values or levels and is assembled from a plurality of take home cards (10) in the form of elongated strips (11).