

Selling Vibrations: The CIB Simulator *Part Two Of Two*

OKAY, SO PICKING UP where I left off last month... When your customer comes in to buy paint or solid-color stain, what do you currently have in your store that is part of a display, a device, or a constitutional-wavelength-deployment-simulator that helps them to effortlessly dial-in the right colors for their project?

Now I haven't seen one of these yet, but let me tell you what would be ideal: a CIB, or *Color Isolation Booth*.

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Yep, that's right. Never heard of it? Well to be perfectly honest (and I always try to be) I never did either, but it makes sense, and *sensing*, when it come to color, is what it's all about, Alfie. (Did I just date myself or *what?*)

By this point you're thinking "*What the ?/!\$* is he TALKING ABOUT?*" Let me put it this way. Most of us are still hung up on the mental conception that we *see* color. Strictly speaking, we don't. Why? Because color is actually an energetic transmission. It's a wavelength and not a fixed object.

Okay, so now you're thinking "all right Mr. Smarty-pants, so what the heck do you think I'm doing when I dispense pigments into a base?" Well guess what? You're *definitely not* adding color. That's because pigments are not highly concentrated forms of color that become dispersed in bases. Pigments are substances that regulate the absorption and reflection of wavelengths.

For the sake of common parlance we speak about the visual impact of color as if vision were the primary sense we use to perceive the effect that color has on us. But according to James Balch, M.D., in his 5-million-plus-copies-sold book *Prescription for Nutritional Healing*, "Remarkably, color seems to have an effect even on

blind people, who are thought to sense color as a result of energy vibrations created within the body."

To bring the point closer to home allow me to paraphrase Bob Brame of Cadiz Hardware in Cadiz Kentucky, from his comments in *Paint_Talk Digest 119* (have you joined yet?). His store employee who has the best eye for color and who is best at matching colors for customers *claims that he is color blind!*

So where does all this leave us? Let me return to my CIB idea. Manufacturers' "progressive" schemes to approximate natural lighting around their in-store color chip displays do no one any favors (by now you should be picking up the thread).

PAINTING CONTRACTORS know that no matter how hard they try to help their customers select appropriate colors – including brushing "test patches" from sample quarts – once a whole house or room is colorized, the customer is going to second-guess his rationale and feel uneasy enough to lapse into a state just short of catatonia.

So what we really need to do to help consumers nail down color choices is to put them into a *Color Isolation Booth*. This is a little chamber in your store's paint section in which they are surrounded by a computer-generated visual field of their chosen color(s) *while lying in a recliner blindfolded*. At least that way people will be forced to come to their senses while choosing colors.

In the West we tend to be pretty ra-

tional about things all the time. But in East Indian medicine there has existed for thousands of years a system of color use that harmonizes personal constitutional and proprietary business factors with a model of color choosing that induces balance. It's based on a cosmology that is energetic in nature and not reducible to anything static.

I recommend that you kick back at your local Indian restaurant with a

mango lassi and some pakora and nan appetizers, and contemplate what kind of risk you need to take to integrate some color balance into your own life.

Michael Fallarino has over two decades of full-time experience as a contractor and finisher, and over double that as an inquiring mind who wants to know. You can download samples of his book *Contemporary Relationships between Wood & Finish* at www.woodandfinish.com.

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