

2011 SCAA BEST NEW PRODUCT

GENESIS™

Get the Best

Introducing the very first “point and shoot” hand held color analyzer. With bench top precision the award winning **ColorTrack Genesis** is a breakthrough in color analysis and represents an entirely new standard. About the size of a computer mouse it is unmatched in speed, ease and accuracy and its entirely USB powered laser represents a wholly unique concept for color analysis.

Shoot samples dynamically at any distance and any angle. You can even shoot directly into a bag or container. There is no sample preparation and no calibration required, ever. You get precision results in as little as



three seconds. There's simply nothing like it. For about the same price as traditional, bulky and outdated lamp driven counterparts, the **ColorTrack Genesis** requires no maintenance or replacement, ever. The true laser is cool operating and guaranteed for life. Get accurate results, save time and money and do yourself a favor. Get your **ColorTrack Genesis** today.

- **No sample preparation required**
- **Precise results in less than three seconds**
- **Comfortable and convenient ergonomic design**
- **USB powered. No power outlet required.**
- **Runs on any Windows computer**
- **Full database and file system to save results**
- **No calibration or maintenance required**
- **Laser diode guaranteed for life**

COFFEE LABORATORY

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coffeelabequipment.com**



COLORTRACK™
The New Standard in Color Analysis