

2016 COLOR TRENDS

More than one third (**36%**) of workers say they typically feel tense or stressed out during their workday.¹

"CHILL OUT" COLORS ARE THE HOT PICKS FOR 2016

AFTER 2 STRAIGHT YEARS

of dominance by gray wall color, often accompanied by deeply saturated secondary colors like purple, teal, or rust, fashionable homeowners will switch gears and brighten things up in 2016. Off-whites will prevail next year, but very pale blues and greens are also expected to be popular.

The lighter, softer color palette — and especially the blue-green hues — will help create a more relaxing environment for busy, hyper-connected homeowners who find more than enough stimulus at work, on the road, and in the other corners of their world.

Green: Brings feelings of calm, anticipation and hope, and has a soothing, relaxing effect on the body as well as the mind.

That's one reason why green is one of the most recommended interior paint colors for hospital rooms — because it mimics nature, and inspires a calming effect.²

Blue: Relaxing color that can induce pleasant dreams. It has a calming effect on the body by lowering blood pressure, heart rate and respiration. It also has a cooling effect.

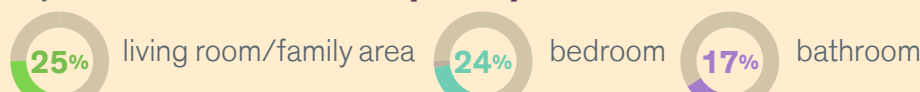
COLOR AND YOUR MOOD

RED Excitement, energy, action, desire	ORANGE Uplifting, rejuvenation, fun	YELLOW Joy, enthusiasm, friendliness, optimism	GREEN Hope, balance, reassurance, balance	BLUE Trust, honesty, calm, serenity	PURPLE Creativity, imagination, individuality
--	---	--	---	---	---

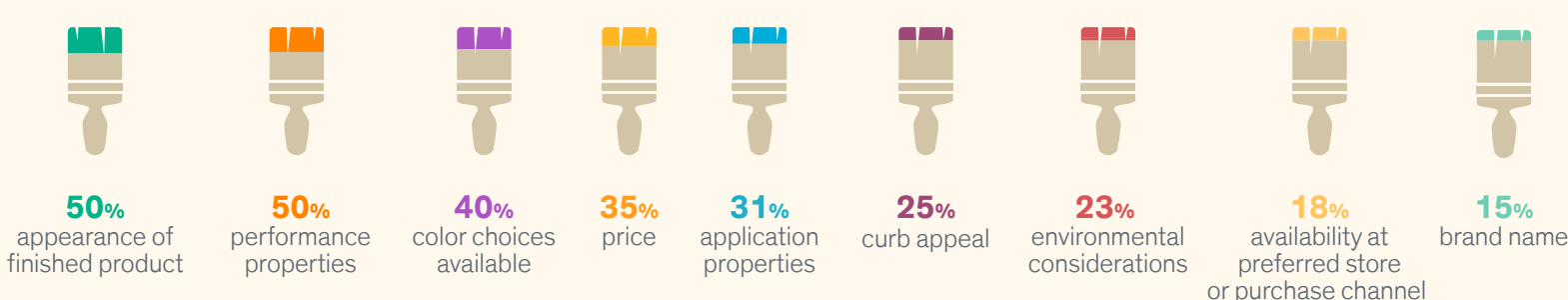
COLORS HAVE THE POWER TO EVOKE DIFFERENT FEELINGS



Nearly two-in-three homeowners (**64%**) would like to add more color to their home:³



First time home buyers place great emphasis on paint appearance & performance when choosing paint:⁴



CRAVING MORE COLOR?

Stylish homeowners who still crave some deep color in their rooms will use accent pieces — pottery, planters, throw pillows, and the like — to punctuate their living space. Some may even use deep paint color sparingly, possibly on architectural elements like built-in cabinets and fireplace mantels.



Brass or gold-colored accessories complete the look for 2016. Nicely fashioned door knobs, cabinet hardware, faucets, and bric-a-brac complement the new color palette beautifully. Incorporating at least a few such items into a room adds character and style without compromising the light feel of the 2016 indoor environment.

ADD TEXTURES WITH: Furniture, decor, textiles, floor & wall coverings, architectural elements⁵

With wall color trending to the subtle side, the color, pattern, and texture of home furnishings will take on added importance in decor. Well turned out rooms will rely heavily on fabrics and carpeting to impart visual interest. And against lighter walls, artwork will have extra prominence.

ADD PATTERNS WITH: Pillows & rugs, window treatments, bedding, ceilings & tile⁶

QUALITY MATTERS

Quality matters, if you want your color to stay true. A higher quality 100% acrylic paint offers:

BETTER COLOR RETENTION
to help keep colors true to their day-one appearance

BETTER STAIN RESISTANCE
against the most common stains

DOUBLE DUTY
with both primer and paint functionality

GOOD ADHESION TO VARIOUS SURFACES
including wallboard, wood, vinyl, and metal

BETTER OVERALL DURABILITY
to increase the life of the coating

What goes into a quality can of paint?

If a can of paint were a meal:

Pigments and binders would be the main course;
Additives would be the herbs and spices;
Solids would be the left-overs.

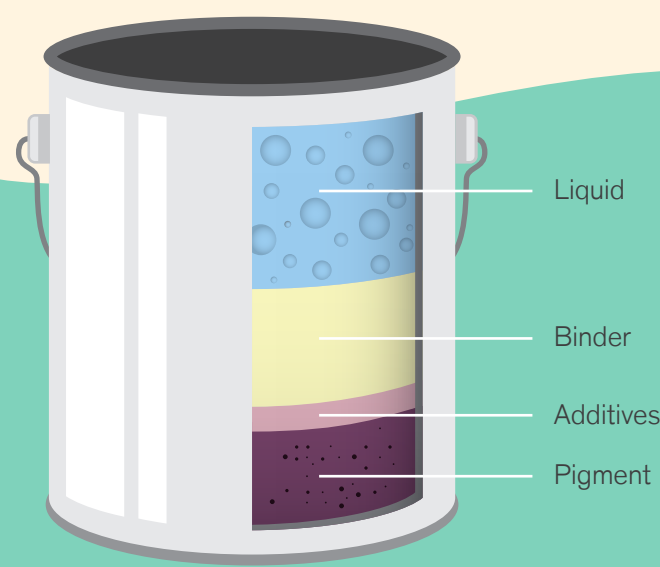
Pigments provide the "pop" and bulk. They are finely ground particles or powders dispersed in a paint formulation to hide the substrate and provide whiteness and/or color.

Binders are the "glue." They bind pigments and other non-volatile paint formulation components to provide adhesion to the substrate and integrity and toughness to the dry paint film.

Additives add important "flavoring" to a paint formulation to help paint processing, paint application and end-use durability.

Solids remain after the liquid in a paint formulation evaporates. Pigments and binders comprise the solids content, and a high proportion of solids equates to better hiding and durability.

When choosing a paint, 94% of paint professionals consider paint performance as an important consideration. 84% of consumers consider buying paint and primer products because of a better product quality.⁷



DID YOU KNOW?

Technology in paint can keep pastel bright and true. Polymer-pigment composites enhance hiding and tint strength while reducing reliance on titanium dioxide.



Chemistry is used in paint to help deep toned and high-gloss paints dry hard. Otherwise, they would be sticky and tacky to the touch!



¹ Source: <https://www.apa.org/news/press/releases/phwa-survey-summary.pdf>
² Source: <http://www.healthcaredesignmagazine.com/article/healing-hues-choosing-paint-colors-healthcare>
³ Source: http://www.nkba.org/Libraries/Public_Documents/2014NKBAKitchenandBathDesignTrendReport/FINAL.sflb.aspx
⁴ Source: First Time Home Buyer's Study
⁵ Source: <http://freshome.com/2015/03/11/the-importance-of-texture-in-interior-design/>
⁶ Source: <http://www.mydomaine.com/decorating-with-pattern/slide26>
⁷ Source: First Time Home Buyer's Study