

# Valspar Forecasts 2016 Colors of the Year

November 5, 2015

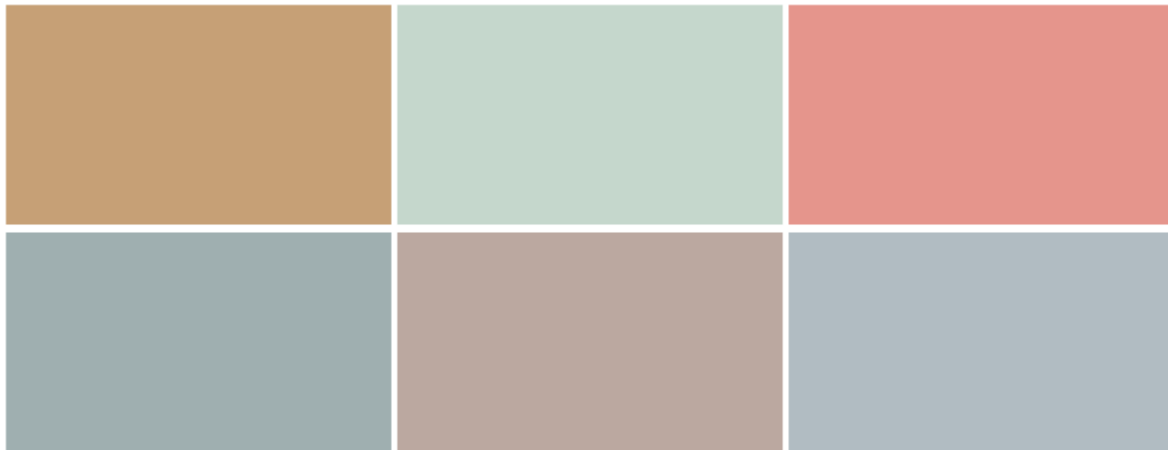
**CHICAGO, IL - OCTOBER, 2015** The color experts at Valspar, the nation's most widely distributed paint brand, have sized up the prevailing consumer lifestyle influences - those impacting culture, design, fashion, food, media and technology - and translated them into four inspiring color palettes predicted to trend in 2016. In addition to calling out 24 highly livable hues, the Valspar team also for the first time is recommending the perfect white - typically a preference for trims and ceilings - to complement each palette.

"At Valspar, we believe a fresh coat of paint is one of the easiest ways for people to change their homes for the better," said Sue Kim, Valspar Color Strategist. "But with so many colors to consider, it's nice to have a little help on the often stressful color selection journey - even when looking for the right shade of white. Choosing a white for doors, trim, ceilings or even a wall can sometimes be harder than choosing a color, so we are simplifying that this year by highlighting four of our most popular. Our goal is to provide consumers with knowledge and confidence to make choosing a color they love easier and less time consuming."

According to Kim, the four 2016 trend palettes are defined as Comfort Zone, Simply Perfect, You Do You and Good Company. The suggested paint colors are drawn from Valspar's vast portfolio of hues available at Lowe's, Ace and independent paint retailers nationwide, and are perfect for interior, exterior and small project applications.

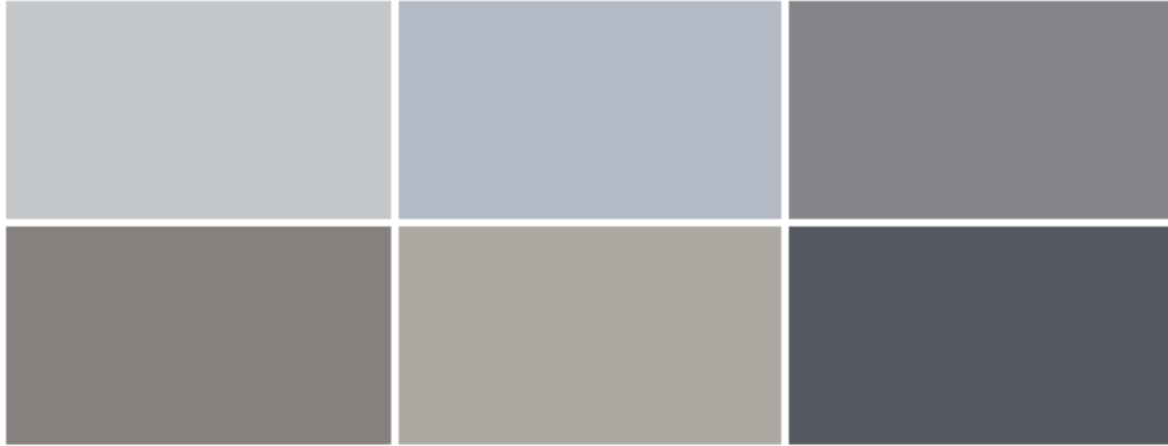
## COMFORT ZONE

Busyness has replaced leisure as a status symbol. Schedules are filled to the brim, millennials are constantly plugged-in, and lines are blurred between work and leisure time. The Valspar Comfort Zone palette offers an antidote to this fast-paced lifestyle, with a selection of soft, calm colors that balance and restore the mind, body and spirit. "These muted mid-tones counter-balance busy living and are perfect for creating a restful yet stimulating environment to unwind, relax and recharge," said Kim. A chalky white (Gray Palisade 7006-2) blends quietly with the comfy colors.



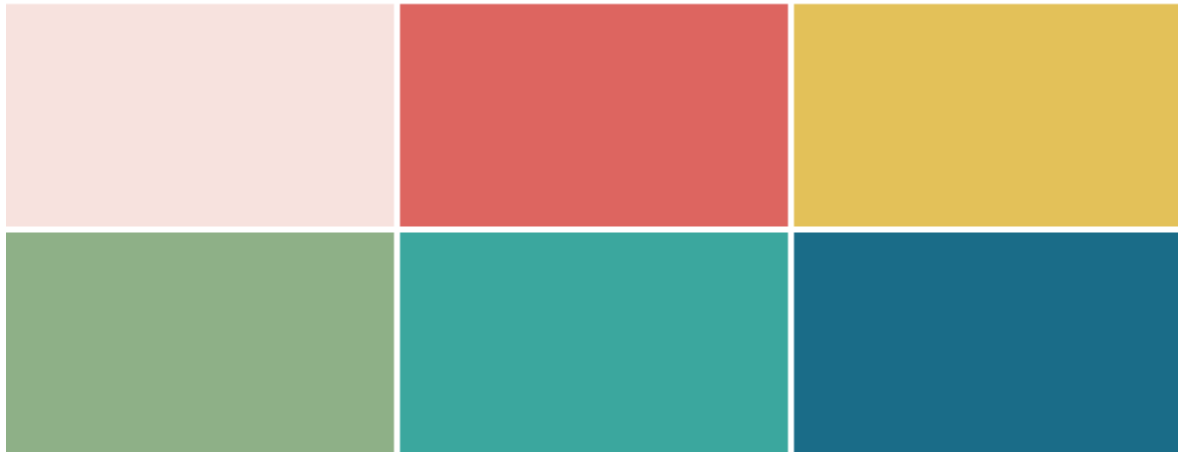
## SIMPLY PERFECT

The movement toward simplified living that's focused on fewer choices and enjoying the luxury of less inspired the Valspar Simply Perfect palette, a versatile, stylish set of grays that work well in any setting. "There's no question that gray is the dominant shade of the decade and today's default neutral," said Kim. "We curated this palette to six of our most liveable grays to simplify selecting a foolproof neutral that effortlessly refreshes your space and seamlessly coordinates with your décor." A clean white (Pale Bloom 7002-8) is the perfect accent for any of these go-to grays.



### **YOU DO YOU**

Different is the new normal. Going against the grain is encouraged and applauded, often with the phrase 'You Do You.' It's a mantra leading to this trend palette of expressive and uplifting zingy brights. "Generations Y and Z are fueling a broader acceptance of individuality, challenging stereotypes and standards of beauty," said Kim. "These confident, spirited hues encourage you to express yourself in full color anywhere you'd like whether it be a full room, an accent wall, trim or furniture." A pure white (7002-6 Du Jour) anchors the boldness of these brights.



### **GOOD COMPANY**

Consumers today have high demands for transparency, integrity and authenticity - the fair trade movement and farm-to-table organic food trend are prime examples. This trend is interpreted in the Valspar Good Company palette, a collection of rich, familiar and enduring artisanal shades inspired by heritage and handcrafted products and materials. "These deep, pigmented colors evoke a connection to our heritage. We trust the tried and true and that is why they are so welcome in our homes today," said Kim. A linen white (Totten's Inlet 7006-9) enhances the natural richness of these tones.



The Valspar 2016 Colors of the Year are available in interior and exterior formulations as well as many of the brand's specialty paint products including Furniture Paint, Spray Paint and Chalky Finish Paint.

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