

FOR IMMEDIATE RELEASE

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Contact:

Julie Brosien
Falls Communications
216.472.2395
jbroisien@fallscommunications.com

Mary Ward
Sr. Product Manager
Dutch Boy Paint
216.566.2991
mkward@sherwin.com

DUTCH BOY UNVEILS 2011 COLOR TRENDS

CLEVELAND—What’s in store for home decorating in 2011? No matter what your taste, you’ll have no problem finding a hue in the 2011 forecast of popular paint colors to fit your lifestyle...and your tastes.

“The 2011 color forecast contains some extraordinarily versatile and contrasting hues that have been inspired by everyday life,” says Donna Schroeder, Dutch Boy Paints, color marketing and design manager. “The depth and range of what we’re predicting to be next year’s most popular colors provides extensive options for adding accents to a room, changing themes and styles, or even completely redecorating from scratch.”

All of next year’s color forecast hues can be found within Dutch Boy’s innovative Color Simplicity System. The five 2011 trend palettes are as follows:

The appreciation of old and naturally rusted or decayed items is prevalent in Dutch Boy’s first palette. The passage of time is held sacred, and beauty is seen in all things weathered from time and the elements. There is a strong influence of holding onto heritage as we continue to move forward and look to the future. A true appreciation of craftsmanship and natural materials and finishes abounds. As such, rusty colors that emanate deep warmth are featured. These include: Brick Fleck, Bittersweet Orange, Nature’s Way and Journey’s End.

Sustainability and the respect for the environment are now a lifestyle. There's a sense of personal responsibility when it comes to nature. This is reflected in these saturated and wholesome colors. Rich greens are nature inspired and warm golds mirror the vegetables found in a farmer's market. Colors in this palette include the following: Aubusson Vine, Endless Ocean, Brilliant Impression and Medieval Cloverleaf.

Escapism and nature-in-the-extreme drive the next trend. There's a definite need for fun and fantasy to satisfy that inner child that's in all of us. This trend comes to life with colors such as bright fuchsia, deep blue and cheery aqua, all balanced by a nature-inspired green. You'll find a hint of 80s influence here, but the combinations are much newer to the eye. Colors include the following: Moonlit Sky, Rockets, Merlot Grape and Repurposed.

On the flip side, there are those who embrace a truly practical way of living and look into the depths and layers of nature. Within this trend, texture is key and colors are soft and faded. Windswept and washed effects and monochromatic layering set this palette. Colors include the following: Boardwalk Blue, Composed Bloom, Spruce Hollow and Range Brown.

Finally, the last 2011 trend revolves around technology. Here, technology influences a stripped-to-the-bone or cellular level of design. The palette reflects a void element, as we move into the future and become ever more reliant on online and virtual communication. Colors are neutral and gray and include the following Dutch Boy hues: Gargoyle Shadow, Fresh Linen, Pursuit of Happiness, Alabaster Frame.

For more information on Dutch Boy's "Simple Innovations" painting products or color selection visit www.dutchboy.com or call 1.800.828.5669.

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About Dutch Boy: Founded in 1907, Dutch Boy, a part of The Sherwin-Williams Company Diversified Brands Division, continues to be an industry leader in delivering innovative and high-quality paint products and packaging solutions. For additional information visit www.dutchboy.com.