

# Choosing A Paint Color For Your Home Got You Seeing Red?

(NAPSA)—Finding the perfect color to paint a room can be a challenge for even the most accomplished do-it-yourselfer. After staring at 100 color swatches of what appears to be the same shade of red, it's no surprise that many people feel overwhelmed! To help take the stress out of choosing a color, True Value developed Color Made Simple, which provides the tools needed to make color selection a snap.

Designer, paint expert, author and host of the popular public television series "Paint! Paint! Paint!" Sloan Payne-Rutter says, "I get comments every day from people expressing how daunting it is to choose colors for their paint projects. Color Made Simple addresses these concerns and takes the guesswork out of choosing paint colors."

True Value has introduced the following tools to help do-it-yourselfers simplify selecting colors:

## **Color Matching And Idea Cards**

True Value can match nearly any desired color and provides "idea cards" using professionally selected color combinations to demonstrate how certain colors work together in a room.

## **In-Store Certified Color Experts**

In-store Certified Color Experts are all graduates of Color School, a certificate curriculum approved by the Paint Quality Institute. Certified Color Experts can give guidance on everything from selecting colors to achieve a certain mood to providing advice on the best tools to complete any paint project.



## **Color Auditions**

Color Auditions 4-oz. sample bottles let people test different colors at home before committing to gallons of paint. Color Auditions accommodate a one-inch brush and provide enough paint for a trial section of wall covering four square feet.

## **[www.truevaluepaint.com](http://www.truevaluepaint.com)**

This newly launched Web site offers all the practical information needed to paint picture-perfect rooms, along with helpful tips and fun quizzes including a color personality profile that can determine if a person is "red" or "purple." The site also offers access to expert advisors who are available to answer questions via e-mail. The site will soon feature additional software that will allow do-it-yourselfers to virtually paint the walls and trim on a photo of their own room.

For more information about True Value paint, Color Made Simple or to find a True Value store near you, visit [www.truevaluepaint.com](http://www.truevaluepaint.com).