

# Decorating Trends

## New Color Inspiration Tools Help Consumers Coordinate Paint Colors With Confidence

(NAPSA)—A recent survey found that 70 percent of homeowners who don't feel confident selecting paint colors for their home could use some help. Research also revealed that homeowners select white paint more than any other color, due to their lack of confidence with selecting paint colors in general. However, 58 percent of homeowners said the next time they paint a room, they'd be more likely to paint with blues, greens and tans/browns, if they had help in selecting and coordinating paint colors. According to those homeowners surveyed, the rooms most in need of makeovers include kitchens, living rooms and master bedrooms.

Fortunately, a major paint manufacturer has responded to consumers' need for color assistance and has created a new color coordination program. The system encourages homeowners to unleash their creative powers with confidence and ease, by providing them with solutions for painting projects when it comes to color selection and coordination.

With the introduction of new paint hues, expanded color selection tools and an interactive com-



**Don't feel blue about paint shopping. A new system can make it easier.**

puter kiosk, the system takes the guesswork out of paint color selection and coordination, offering guidance on colors that work together.

The new system by Behr also gives users the ability to preview colors in a simulated environment and assistance with matching colors to existing furniture or other items in their homes through color matching.

"We created the new system by blending the art and science of color together to provide con-

sumers with revolutionary color inspiration tools that help them match and coordinate paint colors with confidence," said Mary Rice, vice president marketing, Behr. "We believe our system will engage consumers with new decorating ideas, innovative and exceptional color tools, and stylized inspiration."

The new system includes:

- An expanded color palette totaling more than 2,000 colors
- System colors that are organized by hue and tone—Pure, Muted, Shaded
- Extra-large, take-home color samples and color cards that make it easier for consumers to view color samples
- Inspirational, project-driven and magazine-style cards that make it easier for consumers to imagine colors in coordinated rooms to fit their lifestyles

You can learn more through ColorSmart by Behr, an interactive computer kiosk available at The Home Depot and online at [www.behr.com](http://www.behr.com), which allows users to browse a collection of inspirational palettes, preview coordinated colors in a simulated environment and receive instant color coordination tips.