

Valpak Industry Bulletin

2008 Color Trends

Self-expression, eco-awareness and glamour predominate

As 2008 sweeps in, consumer color confidence is high. What's hot and what's not is no longer relevant, say experts at The Rohm and Haas Paint Quality Institute (PQI). What's fashionable is what inspires, as Americans feel more inclined to create a signature look. Still, what would the new year be without PQI's latest predictions? So, here they are:

Go Green

Is green the new neutral? Mid-tones of this soothing, natural hue are reminiscent of outdoor living and can be paired with earthy tans and browns.

Sophisticated Elegance

Sleek black and white with a punch of color lends a dramatic and sophisticated glamour to urban-style living spaces. Metallics, high-sheen finishes and rich textures add elegance.

Crewel Colors

In a digital age where change happens in nanoseconds, crewel colors warm and evoke feelings of simpler times. This is a soulful palette that includes rich cranberry

reds, warm browns and pumpkin orange.

Capitalizing on the green trend, Pittsburg Paint just launched an eco-conscious paint hues line that is part of its The Voice of Color program. The EcoEcho color palettes include Fair Trade, EchoTechno, EcoLoco and Vintage.

While some experts agree there is not a single color trend that stands out, industry insiders surveyed for Paint & Decorating Retailer, the trade magazine of the Paint & Decorating Products Association, say we should expect to see expanding palettes for the ever-popular, versatile mid-tone colors as demand continues to grow.

Today's information-savvy consumers have numerous resources at their fingertips, including the Internet, home improvement television shows and in-store color tools such as color-imaging software and wet paint samples. Peggy Van Allen, color marketing and design manager for Pratt & Lambert Paints, believes consumers will become even more adept at choosing colors. Home



furnishings manufacturers in all categories are offering more highly styled products in a wider variety of colors and finishes than ever before. "And this makes paint color selection a little less intimidating," said Van Allen, who doesn't believe there will be a "No. 1 color or combination," She added: "There are just too many choices to single one out."

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