



PPG Survey Reveals 97% of Respondents Find Classroom Color, Design Positively Affect Student Engagement

09/04/2019

PITTSBURGH--(BUSINESS WIRE)-- PPG (NYSE:PPG) today released new survey data that confirms the positive impact color can have on learning environments, serving as a catalyst for student engagement, happiness and ownership. Nearly 900 teachers, parents and educational administrators across the U.S. completed the online survey, with 97% of participants saying colors and décor are meaningful to positively affecting student engagement.

“Paint colors are a powerful tool for impacting the aesthetic of a space, but they also have the potential to impact the emotions or experience one has within the space,” said Dee Schlotter, PPG senior color marketing manager, architectural coatings. “We found this to be particularly true in educational settings, where color can stimulate learning, promote imagination and encourage creative thinking.”

The survey found that 63% of respondents also believe that certain colors help children learn better. Schlotter recommends the use of specific colors in different types of learning environments to evoke particular emotions or outcomes.

“Blue is ideal for libraries, as it provides a calming feeling and helps increase the time one spends in a space,” said Schlotter. “Reds and oranges are perfect for cafeterias, as these colors stimulate appetite.”

While teachers and school administrators believe in the power of color, resources are limited to improve classrooms. According to the survey, 36% of educators and nearly one third (30%) of parents have raised funds or used their own funds to improve or beautify classrooms. More than half (55%) of teachers say their classroom needs to be painted more often.

“As a leading paint and color authority, PPG understands the positive influence that color can have on a space and knows that educators do not always have the time or resources to revitalize their own classrooms,” said Malesia Dunn, PPG executive director, corporate social responsibility.

Through PPG’s global COLORFUL COMMUNITIES® program, employee volunteers contribute their time and PPG paint products to help transform community assets, such as schools and classrooms, to provide students around the world with spaces suitable to foster development and educational opportunities.

“At PPG, we know that paint is more than just color on the wall,” said Dunn. “It can breathe new life and purpose into a space, create memories and spark joy. This survey underscores the positive impact that our paint and our employee volunteers can have on learning through the *Colorful Communities* program. It motivates us to reach even more schools.”

The *Colorful Communities* program, PPG’s signature initiative for supporting communities, aims to protect and beautify the neighborhoods where PPG operates around the world. Through the *Colorful Communities* program, PPG’s committed volunteers contribute their time and PPG paint products to help transform community assets – from painting classrooms, to bringing color to a maternity ward and redesigning a playground. Since 2015, PPG has completed more than 235 *Colorful Communities* projects, impacting more than 5.3 million people in 36 countries.

PPG’s global community engagement efforts and the PPG Foundation aim to bring color and brightness to PPG communities around the world. We invested more than \$9 million in 2018, supporting hundreds of organizations across 28 countries. By investing in educational opportunities, we help grow today’s skilled workforce and develop tomorrow’s innovators in fields related to coatings and manufacturing. Plus, we empower PPG employees to multiply their impact for causes that are important to them by supporting their volunteer efforts and charitable giving. Learn more at www.ppgcommunities.com.

PPG: WE PROTECT AND BEAUTIFY THE WORLD™

At PPG (NYSE:PPG), we work every day to develop and deliver the paints, coatings and specialty materials that our customers have trusted for more than 135 years. Through dedication and creativity, we solve our customers’ biggest challenges, collaborating closely to find the right path forward. With headquarters in Pittsburgh, we operate and innovate in more than 70 countries and reported net sales of \$15.4 billion in 2018. We serve customers in construction, consumer products, industrial and transportation markets and aftermarkets. To learn more, visit www.ppg.com.

We protect and beautify the world is a trademark and *Colorful Communities* and the *PPG Logo* are registered trademarks of PPG Industries Ohio, Inc.

PPG Media Contacts:

Lynne Evosevich

Corporate Communications

878-208-2804

evosevich@ppg.com

Greta Edgar

Corporate Communications

724-316-7552

edgar@ppg.com

www.ppgcommunities.com

Source: PPG