



CIL Paint Collaborates with Designer Yanic Simard to Unveil New Colour Centre in Unexpected Way

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Brand provides inspiration through pop-up shipping container installation

TORONTO--(BUSINESS WIRE)--May 26, 2016-- CIL® paint today announced the launch of the *CIL* shipping container transformation tour to celebrate the introduction of the new *CIL* paint colour centre. Celebrity designer Yanic Simard of Toronto Interior Design Group, transformed a 20-foot-by-20-foot eye-catching shipping container, which showcases creativity through colour, design and unique, achievable do-it-yourself (DIY) projects.

A feast for the senses, the shipping container is a mobile gallery traveling to Yonge & Dundas Square and The Distillery District in Toronto, and to Philips Square and Old Port in Montreal. It takes everyday objects and makes them extraordinary using the new *CIL* paint colour palettes as inspiration, encouraging consumers to feel confident that if they dream it, they can do it.

"I got to have all the fun in the world designing the *CIL* Shipping Container," says Yanic Simard, Toronto Interior Design Group. "The project definitely forced out-of-the box, creative thinking and proved that paint is more than just colour on a wall-- it's an expression of personality and individuality, and there are so many ways to bring it to life. The new *CIL* Colour Centre not only inspires consumers but shows them how easy it is to make their DIY dreams a reality."

The transformed shipping container is a "pop-up" inspiration hub showcasing four vignettes. These vignettes represent common areas in the home and feature new *CIL* paint colours which are used not only on the walls but are enhanced through interesting, achievable, DIY projects that makes the space truly unique. Together, the combination of the vignettes and DIYs housed in the shipping container showcases the transformative power of paint in a small space, and features the new *CIL* paint tools offered to customers in stores, including oversized paint chips, lifestyle guides and other take-home tools designed to make colour selection easier.

In this captivating space, consumers will also have the chance to receive a 10-minute custom design consultation and leave with new *CIL* paint chips and personal design advice.

"The new *CIL* paint colour centre was developed in collaboration with our global colour marketing team using proprietary trends research, and it was designed to make finding the perfect colour easy," says Alison Goldman, brand manager, *CIL* paint.

The shipping container serves as a source of colour inspiration and showcases the *CIL* paint Timeless and Trending Colour collections. The colour center is divided into three lifestyles – Romantic, Urbanite and Organic – all of which are designed to engage people with relatable colours.

The new *CIL* colour centre boasts colours organized by unique lifestyle themes, and offers 15 oversized paint chips featuring Timeless and coordinating Trending Colour collections. Along with guided inspiration tools, the display makes choosing and coordinating colours for the home easier than ever for design doers and dabblers. There are more than 1,160 unique colours in the *CIL* colour centre, all arranged by colour family for easy browsing. The display, which includes interior paint, exterior paint and *CIL* WOODCARE® products, can also be navigated by product, project and lifestyle, depending on a consumer's preference.

To learn more about *CIL* paint, visit www.cil.ca. To learn more about the *CIL* shipping container, visit www.cil.ca/dream-it-do-it

About CIL Paint

CIL paint has been a trusted brand in businesses, communities, schools and homes across the country for 85 years. With more than 1,165 colours in its palette, *CIL* paint has developed a colour mood system that guarantees a perfect match across a wide spectrum of colours.

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