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# OLYMPIC Paint by PPG Unveils Black Magic as 2018 Color of the Year

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*Dramatic hue suggests glamour, security in ever-changing world*

CRANBERRY TOWNSHIP, Pa.--(BUSINESS WIRE)-- This coming year, envelop your home in a color that embodies glamour and strength: Black Magic (OL116), the OLYMPIC® paint brand's 2018 Color of the Year. A statement piece for your walls, this color is a classic that neighbors and guests won't soon forget.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170612005753/en/>



The Olympic paint brand's 2018 Color of the Year, Black Magic, is a classic statement for your home. (Photo: Business Wire)

"In past years, consumers have gravitated toward open, airy spaces that are thought to leave room for exposure," said Dee Schlotter, PPG senior color marketing manager, *Olympic* paint. "However, in the current day, consumers often feel uneasy, restless or like their privacy is being invaded, so they crave deep, comforting colors that offer a welcomed escape from the chaos of daily life. *Olympic* paint's Black Magic perfectly satisfies consumers' desire for privacy."

An often-misunderstood neutral, Black Magic offers the perfect juxtaposition against trending grays, such as *Olympic* paint colors Flagstone and Fog; soft, blush pinks such as Flamingo Peach; or warm whites such as China White. The color's substantial nature brings an airy and soft space down to Earth, and it highlights a perfect mix of masculine and feminine. Used on a home's exterior window trim, Black Magic can create a picture-frame effect to showcase your home. The deep hue also flawlessly complements wooden and distressed-wood home elements. Consumers can seamlessly pair Black Magic with wooden structures such as decks, patios or pergolas, using Black Oak semi-transparent and Wenge semi-solid colors of *Olympic* stain. To extend the indoor living space to the outdoors, use *Olympic* stain in semi-transparent Cinder color, a dark and weathered gray, or in solid-color Ebony, a black-blue stain.

"According to a common design rule, every space should incorporate black in some way. Black Magic can easily make a statement in any home on a front door, window trim, kitchen cabinets, exposed shelving or even sliding barn doors. It works especially beautifully in a dining room with a bold light fixture," Schlotter said.

The *Olympic* paint brand's 2018 Color of the Year was chosen by global PPG color experts, who analyze societal trends, current events, runway styles and more to determine the hottest colors for the upcoming year.

Often reflective of intellect, independence and timeless sophistication, black paint can be integrated easily into existing décor. To try Black Magic or any of the more than 1,000 *Olympic* paint colors on your walls, use the brand's new online [virtual room painter tool](#) before visiting a LOWE'S® store or lifting a brush. The new tool offers advanced technology to help consumers test any color in images of their own spaces, browse designer color collections, and more.

Find Black Magic, other colors and a full range of *Olympic* paint and stain products at *Lowe's* stores across the U.S. and at [www.olympic.com](http://www.olympic.com).

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