



PPG's Paint Brands Unveil 2016 Color Palette of the Year

09/30/2015

Top trend colors include creamy whites, ocean-inspired blues, and organic, aloe greens

CRANBERRY TOWNSHIP, Pa.--(BUSINESS WIRE)--Sep. 30, 2015-- PPG Industries (NYSE: PPG), the world's leading paint and coatings company, today unveiled its 2016 Color Palette of the Year, which showcases colors from the company's leading paint brands: the GLIDDEN® Paint, OLYMPIC® Paints, PPG PAINTS™ and PPG PITTSBURGH PAINTS® lines.

"Each year, consumers and industry experts search for the one color that will dominate trends for the year ahead," said Dee Schlotter, senior color marketing manager, PPG Architectural Coatings U.S. and Canada. "As we looked ahead, PPG color experts experienced several emerging themes for home décor in 2016, encouraging us to name a palette of the year, which represents our strong portfolio of leading paint brands."

Consumers' desire for journey, newness and discovery provides direction for Odyssey, the theme of the 2016 PPG Color Palette of the Year, which is forecasted by the company's global color experts. The palette represents the adventurous experience of life in a fast-changing world. "Evoking journeys and discoveries, but also the possibility of dangers, the colors of the Odyssey palette keep us alert and at the same time excited and vigilant," Schlotter continued. "It is a thrilling time to be alive, but it is definitely pushing most of us out of our comfort zone, as are the prominent trending colors for 2016."

PPG's color experts have interpreted the Odyssey palette across leading architectural paint brands to name the top colors for 2016 as follows:

Glidden Paint

Glidden Paint named Cappuccino White (45YY 74/073) the brand's 2016 Color of the Year. A calm, sensitive and creamy neutral, Cappuccino White creates a sense of delicacy and graceful design that promotes wellness, purity, mindfulness, balance, privacy and peace. It is the color of seashells and ocean-smooth rocks. The elegant white pairs well with delicate pastels and light neutrals.

Olympic Paints and Stains

Blue Cloud (D48-5), a loud celebratory blue, is the 2016 Color of the Year for *Olympic* paints. An unapologetic blue that is easily noticed, it is impactful, self-expressive, social and glamorous. The tone is sparkling and deep, and it resembles the ocean on an impossibly clear day. PPG's color experts recommend mixing this dazzling bright blue with softer, neutral tones.

PPG Paints and PPG Pittsburgh Paints Brands

PPG THE VOICE OF COLOR® program, the color platform for the *PPG Paints* and *PPG Pittsburgh Paints* brands, named Paradise Found (PPG1135-5) as its 2016 Color of the Year. It is a serious green that is nurturing as well as sturdy and protective. While Paradise Found appears quiet and muffled, it provides a sense of strength and organic energy that is reminiscent of militia and natural environments. Keeping in mind the conscious awareness in society of an increasing need for security and development of personal strength, consumers who prefer this color likely wish to create a space that is naturally beautiful and reassuringly safe. It is edgy, yet still comforting, and it inspired by the urban militia trends seen on fashion runways.

The Odyssey palette was developed by PPG's global color styling team of more than 20 color experts who gather annually to create a trend forecast for the upcoming year. From businesses including automotive, architectural, aerospace, consumer electronics and industrial coatings, and from eight different countries, this team draws upon global, cross-cultural and societal inspiration to forecast the latest trending colors.

"The individual Colors of the Year across PPG's portfolio of paint brands are truly an embodiment of Odyssey," Schlotter said. "Our society is on a journey of evolution. With our traditional beliefs and driving principles being challenged by science, technology and interconnectivity, our inner stability depends on recognizing this transformative journey and greeting both the world and the colors in it with eyes wide open to the constant reshaping of our reality."

The *Glidden*, *Olympic*, *PPG Pittsburgh Paints* and *PPG Paints* brands are lines of PPG Architectural Coatings, a business of PPG Industries, the world's leading coatings company.

EDITOR'S NOTE: Visit PPG's comprehensive [online newsroom](http://newsroom.ppg.com/2016ColorTrends) for images and additional information on each brand's Color of the Year: newsroom.ppg.com/2016ColorTrends.

About PPG Architectural Coatings

PPG Architectural Coatings, U.S. and Canada, is an industry leader in residential and commercial coatings, delivering the latest technologies and operational advancements through its strong portfolio of brands. It is a business of PPG Industries, the world's leading coatings company, and manufactures and sells interior and exterior paints, stains, caulks, repair products, adhesives and sealants for homeowners and professionals. Its distribution network includes more than 15,000 touchpoints through company-owned stores, independent dealer locations and all major home improvement centers across the U.S. and Canada. For more information, visit PPGAC.com.

PPG: BRINGING INNOVATION TO THE SURFACE.®

PPG Industries' vision is to continue to be the world's leading coatings company by consistently delivering high-quality, innovative and sustainable solutions that customers trust to protect and beautify their products and surroundings. Through leadership in innovation, sustainability and color, PPG provides added value to customers in construction, consumer products, industrial and transportation markets and aftermarkets to enhance more surfaces in more ways than does any other company. Founded in 1883, PPG has global headquarters in Pittsburgh and operates in more than 70 countries around the world. Reported net sales in 2014 were \$15.4 billion. PPG shares are traded on the New York Stock Exchange (symbol: PPG). For more information, visit www.ppg.com and follow [@PPGIndustries](https://twitter.com/PPGIndustries) on Twitter.

Glidden is a registered trademark of the PPG Group of Companies. *Bringing innovation to the surface* and the *PPG Logo* are registered trademarks and *PPG Paints* is a trademark of PPG Industries Ohio, Inc. *Olympic*, *PPG Pittsburgh Paints* and *The Voice of Color* are registered trademarks of *PPG Architectural Finishes, Inc.*

View source version on businesswire.com: <http://www.businesswire.com/news/home/20150930005156/en/>

Source: PPG Industries, Inc.

PPG Industries, Inc.

Media Contacts:

Jamie Altman, 724-742-5599

jamie.altman@ppg.com

or

Katie Kirkpatrick, 724-742-5352

katie.kirkpatrick@ppg.com