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Violet Verbena Named 2017 Color of the Year by PPG PAINTS Brand

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Gray-purple: playful, elegant and calming

CRANBERRY TOWNSHIP, Pa.--(BUSINESS WIRE)--Jun. 14, 2016-- The PPG PAINTS™ brand today unveiled its 2017 Color of the Year: Violet Verbena (PPG1169-5), a grayed-off, moody purple with a chameleon-like presence.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160614005111/en/>



Violet Verbena named 2017 Color of the Year by PPG PAINTS brand
(Photo: Business Wire)

“Violet Verbena is at once as nostalgic as it is modern. It’s substantial in a world that can sometimes seem so temporary, luxurious in a harsh world that needs pampering, and introspective and private in an invasive world,” said Dee Schlotter, senior color marketing manager, PPG. “Purple was unanimously selected as the 2017 Color of the Year by PPG’s global color experts for its distinctive qualities. We are seeing this shade of violet on the runway in fashion, and in textiles for the commercial and residential segments.”

Schlotter cited a new era of consumer mindsets as part of the reason that the *PPG Paints* brand selected Violet Verbena as the hottest color for 2017. These new attitudes defy convention and blend ideations of gender, relationships, careers, workplaces and living spaces, she said.

“Consumers now embrace the middle ground between masculine and feminine, young and old, and work and leisure. Violet Verbena’s blending of gray and violet reflects that middle ground,” Schlotter said.

Violet Verbena serves as an ideal evolution of the bohemian, gypset (gypsy-jetset) consumer lifestyle that has been trending recently. As this type of consumer shifts in to new attitudes and experiences - they are becoming more mindful, more mystic, and more deeply involved in spiritual exploration and fascinated with cosmic exploration, she said. “Consumers are drawn to the galactic dark colors that combine deep purples, blues and grays to create an intriguing futuristic vibe,” Schlotter said.

PPG’s more than 20 color stylists around the world, each specializing in different markets, collaborate to determine styles and color trends for homes as well as electronic devices and automobiles. The company’s unique position as a color leader in multiple industries enables it to observe and translate emerging global color trends for its customers’ applications – from consumer goods to automotive, from residential to commercial to industrial design.

The *PPG Paints* brand’s 2017 Color of the Year is a unique violet hue with a quality that allows it to adapt to surrounding environments and complement a variety of design aesthetics. When paired with dark neutrals, the color unveils gray undertones, but when paired with whites, it reads as a purer purple, according to Schlotter. Its design appeal is similarly nuanced, she said. “Violet Verbena blends perfectly with many different surroundings, like a chameleon. It looks polished yet playful in a child’s room, and it is calming enough to be used in hospitals or other spaces that require tranquility.

“The color is a modern choice for interiors and furnishings, yet it is elegant enough to be incorporated into traditional designs,” she continued. “Violet Verbena is colorful enough to make a statement, but it can also be considered neutral with its gray undertones.”

Violet Verbena is the focal point of PPG’s four global color trend stories for 2017, which center on the theme of Pendulum: earth, water, fire and air. For the first time, the *PPG Paints* brand includes its Color of the Year in all of its trend themes, as the prevalence of this hue allows it to live in every story. The four themes are:

- **HOURGLASS:** A classic palette with a contemporary spin, this theme represents the earth element, with consumers finding stability in what they know and gravitating toward designs rooted in historical relevance. The palette incorporates rich, royal hues such as *PPG Paints* brand colors

Burgundy Wine (PPG1053-7), Old Mill Blue (PPG1171-6) and Castle Stone (PPG1128-7), blended with a healthy dose of neutrals such as Pearl (PPG1087-2) and Go To Gray (PPG1004-1), to pair beautifully with wood, marble and stone tile. The lavender hues of Violet Verbena add to the royal nature of these colors, while still blending effortlessly with greens, blues and neutrals.

- **ES/SENCE:** This theme focuses on the element of water, purity and the premise that less is unequivocally more. In a time when many consumers are embracing minimalism, the colors in this palette evoke a sense of simplicity and relaxation. Watery blues, lush greens and soft blended tones provide a mellow, calming and refreshing mentality. Sea Mist (PPG1227-1), Ancestral (PPG1047-4), Almond Cream (1086-3) and Simply Elegant (PPG1155-3), a few of the colors in the palette, create a soft, calming ambiance and pair beautifully with soothing Violet Verbena.
- **IMPOWER:** Centered on change powered by the fire element, this complex palette incorporates deep tones, light neutrals and everything in between. It celebrates the fact that consumers do not have to define themselves by any specific design personality, but can exist somewhere in between. Consumers drawn to this palette can pair furnishings and colors from various genres and disciplines in a decadent yet easy fusion. Bold colors of the *PPG Paints* brand such as Azure Tide (PPG1231-6), Cenote (PPG17-02), Red Licorice (PPG1186-7) and Crushed Pineapple (PPG1213-7) pair with muted neutral tones such as Willow Tree (PPG1112-6), Gray Violet (PPG1014-5), Silver Screen (PPG1014-3) and not-quite gray Violet Verbena.
- **BIOCENTRIC:** This design story is representative of air and the idea that we are all connected, and the palette dazzles with space-inspired hues and saturated organics. *PPG Paints* brand colors Spinach Salad (PPG11-16), Blueberry Muffin (PPG1164-5) and Enchanting Eggplant (PPG13-07) give the palette an organic vibe, while Black Flame (PPG1043-7), Cavalry (PPG1041-7) and Witchcraft (PPG1037-7) offer blue-black mystery to the palette and pair beautifully with Violet Verbena. Incorporating these colors into the home gives the look of contemporary elegance and laid-back charm.

Violet Verbena and all the colors of the 2017 Pendulum color trend stories, along with 2,000 colors in PPG's palette for THE VOICE OF COLOR[®] system, are available at *PPG Paints* stores and independent retailers across the United States in the *PPG Paints*, PPG PORTER PAINTS[®] and PPG PITTSBURGH PAINTS[®] product lines.

To learn more about the *PPG Paints* brand or to find a store near you, visit www.ppgpaints.com.

EDITOR'S NOTE: For images and more information on the *PPG Paints* brand's 2017 color trends, visit newsroom.ppg.com/2017colortrends.

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PPG Media Contacts:

Jamie Altman, 724-742-5599

Architectural Coatings

jamie.altman@ppg.com

or

Greta Edgar, 724-742-5699

Architectural Coatings

edgar@ppg.com

www.ppgac.com