

Cloudberry Named Top Color for 2017 by OLYMPIC Paints and Stains Brand

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Refreshing, soothing purple makes any room a sanctuary

CRANBERRY TOWNSHIP, Pa.--(BUSINESS WIRE)-- Forget FOMO; 2017 will be the year of JOMO, or the "joy of missing out," according to the OLYMPIC® Paints & Stains brand of PPG (NYSE: PPG). To help consumers turn any room into a JOMO-inspired space for escaping the distractions of the outside world and finding satisfaction in solace, the *Olympic* brand has named soft violet Cloudberry (OL677.3) the 2017 Color of the Year.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160829005289/en/>



Cloudberry named top color for 2017 by OLYMPIC Paints and Stains brand (Photo: Business Wire)

"Home décor trends for 2017 are reflecting society's urge to find a space apart from constant connectedness, and to create balance by establishing our homes as places to refresh," said Dee Schlotter, PPG senior color marketing manager, *Olympic* Paints & Stains brand. "Cloudberry is the perfect complement to the minimalist style that is strongly trending in the year ahead."

According to Schlotter, Cloudberry appeals to individuals who increasingly find joy in pulling back from advertising, social media, the news cycle and other forms of information "noise" that throw off balance and harmony. The soft violet is serene and calming, helping people focus on family and professional pursuits without distractions from the outside world. To create this essence in your home, pair Cloudberry with classic neutrals – grays such as Flagstone (OL154), whites such as Delicate White (OL107) and blacks such as Black Magic (OL116).

Cloudberry also serves a double role as an ideal partner to gray-blues such as the *Olympic* Paints brand's Stargazer (OL167), and gray-greens like Wandering Willow (OL200) and Misty Meadow (OL188). Schlotter recommended pairing key neutrals with Cloudberry to harmonize a room. In rooms with Cloudberry-colored walls, try trim and ceiling colors such as white-gray Mountain Gray (OL183), soft gray Solstice (OL202) or serious gray Simmering Smoke (OL171).

"Cloudberry conveys retreat from the pressures of daily life, encouraging meditation and mindfulness, inspiring more focus and less stress," Schlotter said. "Imagine creating a room in your home that embodies a Zen persona with an engineer's intellect. The mood is set through minimalism and purity of design, for environments and interiors that mimic the simplicity of an airy yet sophisticated beach lifestyle."

Find Cloudberry, more than 1,000 other *Olympic* Paints & Stains colors and a full range of *Olympic* interior and exterior paints, exterior stains, resurfacers and wood cleaners at Lowe's stores across the U.S. and at www.olympic.com.

PPG's architectural coatings business in the 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 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.

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