



Blue Cloud Named Top Color for 2016 by OLYMPIC Paints and Stains

10/05/2015

An unapologetic blue, Blue Cloud inspires glamorous self-expression

CRANBERRY TOWNSHIP, Pa.--(BUSINESS WIRE)--Oct. 5, 2015-- The OLYMPIC® Paints brand today announced its 2016 Color of the Year: loud, impactful Blue Cloud (D48-5). This daring, adventurous hue supports a larger-than-life persona yet adds the perfect pop to various styles and palettes.

Born from the evolving interest in 1970s bohemia, the vibrancy of millennial lifestyles and a post-recession return to elegance, this trending color is growing strong in interiors.

Blue Cloud is highly expressive and glamorous, according to *Olympic* Paints color expert Dee Schlotter. "Consumers who are drawn to this color thrive in the fast-paced world and challenge convention with their fashion and decor," she said. "It encourages consumers who may typically opt for more traditional décor colors to step out of their comfort zone. Blue Cloud is not for shy walls."

Schlotter recommends pairing the sapphire-like blue with velvet and shiny finishes. She also noted that it can be used brilliantly on an accent wall paired with softer *Olympic* Paints neutrals such as golden yellow, Curry Sauce (B12-5) or deep tan, Sautéed Mushroom (D21-4). Mixing the dazzling bright with softer, neutral tones is a great way to ground this blue, she added.

"The combination of bold, virtual-like colors with the neutral colors of nature show how the digital and real worlds are colliding and influencing our décor choices. Blue Cloud is a strong demonstration of this reality," Schlotter said.

Olympic Paints is a brand of PPG Architectural Coatings, a business of PPG Industries, the world's leading coatings company. *Olympic* Paints can be found at LOWE'S® locations across the U.S.

EDITOR'S NOTE: Visit PPG's comprehensive [online newsroom](#) for *Olympic* Paints images and additional color trends information for PPG's Color Palette of the Year, comprised of top colors from PPG's portfolio of paint brands: 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.

Bringing innovation to the surface and the PPG Logo are registered trademarks of PPG Industries Ohio, Inc. *Olympic* is a registered trademark of PPG Architectural Finishes, Inc. *Lowe's* is a registered trademark of LF, LLC.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20151005006145/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