

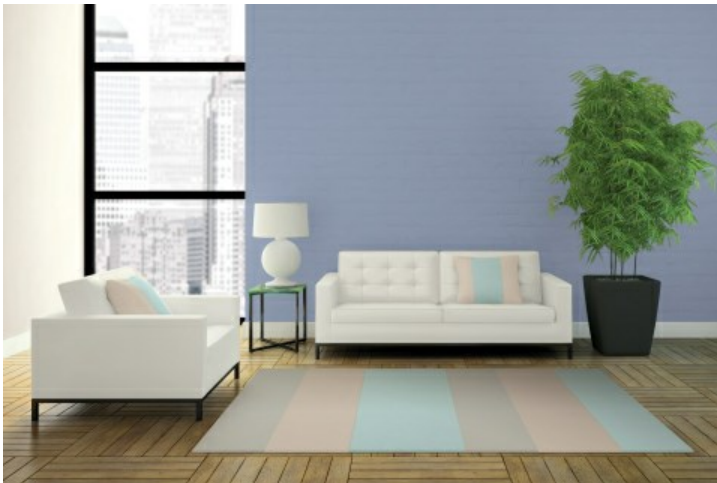
GLIDDEN Paint Names Byzantine Blue as 2017 Color of the Year

08/29/2016

Mystic purple is perfect touch in kitchens, living rooms, bedrooms and nearly any room and any style

CRANBERRY TOWNSHIP, Pa.--(BUSINESS WIRE)-- Take comfort: soothing colors will dominate home decor color trends in 2017, according to the GLIDDEN® paint brand by PPG (NYSE: PPG), with the top color a subtle, serene violet. *Glidden* paint today named Byzantine Blue (50BB 32/117), a playful yet peaceful purple, as the 2017 Color of the Year.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160829005283/en/>



GLIDDEN paint names Byzantine Blue as 2017 Color of the Year (Photo: Business Wire)

“The name may say blue, but Byzantine Blue is truly a purple in disguise. It stretches the boundaries of purple to borrow all of best qualities of blue and gray, making it an appealing color choice for nearly any room,” said Misty Yeomans, PPG color marketing manager, *Glidden* paint.

Yeomans noted that Byzantine Blue is interesting because it appears to be more gray when paired with dark neutrals, yet it appears more bluish-purple when partnered with whites. “Its unique versatility and incredible ability to bring out certain hues based on its surroundings make Byzantine Blue a perfect shade for all ages. It is also gender-neutral, making it easy to use throughout your home.”

Byzantine Blue is elegant enough for any homeowner’s style, whether traditional, modern or somewhere in between. Yeomans recommended this color for any do-it-yourselfer looking to create balance in life and to establish a home base in which to refocus

energy.

Additionally, it works as well in accent items as it does on the wall and can be incorporated in all elements of home decor in 2017, from walls to furnishings to accessories. This purple works particularly well with concentrated down-to-earth colors that promote a sense of tranquility and wellness, from brown-bag tones and beachy driftwood neutrals to charcoal and gray-infused blues and greens.

For a modern look, pair Byzantine Blue (50BB 32/117) with Deep Onyx (00NN 07/000), a warm neutral such as Stone Harbor Greige (10YY 48/071), a clean white such as White On White (30GY 88/014) and accent with a gray-green such as Icy Teal (50GG 55/049).

For a more traditional style, use Byzantine Blue (50BB 32/117) paired with a warm yellow neutral like Golden Bamboo (30YY 63/231), a cool neutral such as Canyon Echo (00YY 63/024), a warm, deep blue like Approaching Storm (90BG 11/101) and trim with Marshmallow White (30YY 83/012).

Yeomans noted, “Achieving a highly styled and on-trend look at an excellent value is possible with *Glidden* paints.”

Try Byzantine Blue in new GLIDDEN DIAMOND™ paint available exclusively at THE HOME DEPOT® stores, or in GLIDDEN COMPLETE™ paint available now at WALMART® locations nationwide, for performance comparable to that of paint priced at nearly twice the cost. For more information, visit www.glidden.com.

Glidden paint offers a rich tradition of innovation and color inspiration, having consistently embodied quality and performance for generations of customers. From the first latex to today’s broad assortment of versatile paints, *Glidden* paint helps consumers achieve a fantastic-looking home at an excellent value.

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.

At PPG (NYSE:PPG), we work every day to develop and deliver the paints, coatings and materials that our customers have trusted for more than 130 years. Through dedication and creativity, we solve our customers' biggest challenges, collaborating closely to find the right path forward. With headquarters in Pittsburgh, we operate and innovate in more than 70 countries and reported net sales of \$15.3 billion in 2015. We serve customers in construction, consumer products, industrial and transportation markets and aftermarkets. To learn more, visit www.ppg.com.

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EDITORS NOTE: For images and color swatches, visit <http://corporate.ppg.com/Media/Newsroom/2016/GLIDDEN-Paints-brand-17COTY>

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