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# PITTSBURGH PAINTS & STAINS Brand Names 2018 Color of the Year: Blackhearth

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*A unique twist on a classic shade creates a modern staple*

CRANBERRY TOWNSHIP, Pa.--(BUSINESS WIRE)-- Decorate your home in simple sophistication this year with the PITTSBURGH PAINTS & STAINS® brand's 2018 Color of the Year: Blackhearth (MEN7080-6). A statement-making paint color, this unique black with undertones of purple offers comfort and a quiet retreat from life's hustle and constant connectivity, a luxury that many consumers crave.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170614005740/en/>

The Pittsburgh Paints & Stains brand's 2018 Color of the Year, Blackhearth, exudes simple modernism. (Photo: Business Wire)

Right now, many consumers want to ensure their styles and voices aren't fading to the back, and Blackhearth provides the perfect opportunity to make a statement in the home," said Misty Yeomans, color marketing manager, *Pittsburgh Paints & Stains* brand. "Its deep tones provide a sense of security that consumers are looking for in their day-to-day life. Subtle hints of gray and purple allow for a captivating look that can transform any space."

Similar to a black dress, the elegance of Blackhearth makes it a versatile color that can pair with almost anything and transform a room to suit any mood, making it a staple in the *Pittsburgh Paints & Stains* 2018 color trends palette. The palette emphasizes authentic and charming color combinations, primarily featuring rustic, vintage colors such as Peppered Pecan, a comforting cocoa tone; Spicy Mustard, a darkened yellow and Chili Pepper, a softened coral. By pairing Blackhearth with any one of these colors, a home's palette can emulate a spirit that's easy-going and unpretentious. For a simpler palette that lets décor elements take center stage, pair it with classic neutrals such as Moonlit Snow, a fresh white; Chalky Blue, a calming blue; and Silver Dollar, a comforting grey. The palette offers a number of color combinations that allow Blackhearth to be the lead character in your home, or take a supporting role.

"We're finding that consumers want to express their individuality through the experiences they have, while keeping their home and belongings minimalist and clean. Blackhearth perfectly reflects this mentality, as it provides a clean backdrop for a home and its décor," added Yeomans. "Black is a classic for a reason - it looks good on everyone, everything and everywhere. Pairing Blackhearth with un-fussy colors makes this trend not only accessible, but irreplaceable."

The *Pittsburgh Paints & Stains* PARAMOUNT™ line offers advanced one-coat protection for colors such as Blackhearth, which are found in the *Paramount* palette. Last year, the *Pittsburgh Paints & Stains* brand announced its launch of the new PARAMOUNT™ super premium line of interior and exterior paints, as well as a *Paramount* exterior stain line, available exclusively at MENARDS® stores. Backed by global coatings company PPG, these innovative products marry technology, strength and style to offer the most advanced protection and beautiful, lasting color.

To try Blackhearth in the home before even lifting a brush, consumers can now utilize the new [Pittsburgh Paints & Stains virtual room painter tool](#). Powered by proprietary technology, the online tool allows users to simply touch or click onto their photo for quick digital painting. Now, consumers can realistically view any color in a photo of their own room, browse color inspiration and locate a store closest to them to begin painting with their dream color.

With over 100 years in the business, the *Pittsburgh Paints and Stains* brand is dedicated to providing quality paint to DIY-ers throughout the country. The *Pittsburgh Paints and Stains* brand benefits from PPG's global coatings experience and expertise. *Pittsburgh Paints and Stains* products are available exclusively at *Menards* stores. To learn more about the brand, visit [www.pittsburghpaintsandstains.com](http://www.pittsburghpaintsandstains.com). To find the *Pittsburgh Paints and Stains* brand at a location near you, visit [www.pittsburghpaintsandstains.com/menards-locations](http://www.pittsburghpaintsandstains.com/menards-locations).

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