



DULUX Paints Launches Rallying Cry to Motivate Chronic Painting Procrastinators (You know who you are)

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TORONTO--(BUSINESS WIRE)-- The DULUX® Paints brand of PPG (NYSE:PPG) is challenging homeowners to stop putting off painting projects. The company's latest campaign hopes to convince chronic painting procrastinators to finally tackle painting projects that have been ignored for far too long. With its bold and humorous take on why people wait so long to paint, *Dulux* Paints is reminding all of us to: Stop. Putting. It. Off.

"Not all homeowners are Pinterest junkies or do-it-yourself aficionados," said Martin Tustin-Fuchs, brand manager, *Dulux* Paints by PPG. "The immediate satisfaction provided by a fresh paint job is often overshadowed by the prospect of preparation and decision-making related to painting, so people live with patchy paint jobs and regrettable colour choices for months, even years. It can become a real source of frustration and conflict in some households. For this reason, *Dulux* Paints wants to provide support, encouragement and a real sense of excitement about improving one's living environment."

A television campaign that highlights the hilarious "non-excuses" procrastinators use to get out of painting will be bolstered by print, digital and social media initiatives encouraging people to strike painting tasks from their to-do lists. *Dulux* Paints stores across the country will be at the heart of the "Procrastinators Anonymous" movement, offering expert advice and irresistible incentives, such as its ever-popular "Buy-One-Get-One-Free" promotion, throughout the year.

"Our hope for this campaign is that it will make people laugh, but more importantly, it will position *Dulux* Paints as a resource to motivate and assist do-it-yourself painters with their painting needs," Tustin-Fuchs continued. "Our in-store experts often double as coaches, and we encourage Canadians to take advantage of the support and expertise we offer in our stores."

The campaign launches April 10, just in time for the *Dulux* Paints "Buy-One-Get-One-Free" promotional sale that begins April 17. Customers can look forward to seeing fun "Procrastinators Anonymous" merchandise in all *Dulux* and BÉTONÉL® / *Dulux* Paints stores across the country, including "Stop. Putting. It. Off." sticky notes that will surely come in handy in every household. Canadians are invited to join the "Procrastinators Anonymous" movement online using hashtags #StopPuttingItOff and #ProcrastinatorsAnonymous. To learn more about the campaign, visit www.dulux.ca/diy/stop-putting-it-off or www.betonel.com/diy/fini-les-excuses.

Colour is at the heart of everything we do at *Dulux* Paints. From brilliant whites to rich reds, from subtle pastels to intense bold primaries, we provide proven paint and woodcare formulations in the colours you want. With 250 company-owned *Dulux* Paint Stores across Canada and 70 *Bétonel/Dulux* Paint Stores in Quebec, we offer an extensive portfolio of high quality products and services to homeowners, DIYers, and professionals alike.

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.

PPG: WE PROTECT AND BEAUTIFY THE WORLD™

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 \$14.8 billion in 2016. We serve customers in construction, consumer products, industrial and transportation markets and aftermarkets. To learn more, visit www.ppg.com.

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