



OLYMPIC Paints and Stains Unveils New In-store and Online Color Tools to Simplify Color Selection Process at LOWE'S Locations

04/12/2016

CRANBERRY TOWNSHIP, Pa.--(BUSINESS WIRE)--Apr. 12, 2016-- The OLYMPIC® Paints and Stains brand today announced the launch of its new color center at LOWE'S® store locations across the U.S. Designed to simplify the selection of paint colors, the new, curated center is organized to guide a customer's color journey and features three selection pathways with dedicated interior and exterior sections. Both inspiring and easy to navigate, the new color center offers options for customers to search by color family, such as red; by project, such as painting a kitchen; or by lifestyle, such as creating a room to reflect a personality or style.

"We know that the best way to help homeowners select the just-right colors for their homes is to give them thoughtful starting points on our display," said Lia Gancas, senior brand manager, *Olympic*, a brand of PPG. "If they come into the store with a color in mind, they can easily find a point of reference on our new color center. Alternatively, consumers can easily find inspiration if they're unsure of where to start their color journey. This display was created with do-it-yourselfers as the top priority, because we want to ensure color selection is a personal and fun experience for them."

In response to consumers' tastes and preferences, the collection now boasts 1,056 colors across core colors and neutrals – 400 of which are new.

"Choosing the right colors that are presented on a color display is a mix of science and art," said Dee Schlotter, senior color marketing manager, North America, PPG. "In updating the color center, we used research to determine what colors are most popular and sought-after, in addition to including expanded color families based on current and upcoming trends in home décor and creating a nice mix of classics. We know consumers will feel confident in this new approach to quickly finding the perfect color for their project."

To help customers feel more confident in their color choices, the color center also features inspiring take-home chips and oversized paint swatches, which offer a larger view of the colors on each six-color stripe cards, as well as a room image and recommended trim and accent colors on the backside.

All assets housed within the in-store color center are also available now at the new *Olympic* Paints and Stains website (www.olympic.com). Optimized for both desktop and mobile devices, the site was designed in response to consumer search and social data to ensure that consumers will find the information they need to successfully complete their projects. It features an infinite-scroll design, which offers related content to enhance the user experience. Housing how-to articles and a variety of technical and inspirational content, the website is organized to guide consumers at every stage of the paint and stain purchase journey.

In addition to offering many articles and tips, the website features increased shareability with links to popular social media sites on each page, improved navigation to retail partners' websites, and new account functionality that lets users store their favorite colors, products and how-to project information.

Olympic Paints and Stains is a brand of PPG's architectural coatings business. *Olympic* Paints and Stains are available at *Lowe's* locations across North America. To learn more, visit 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. For more information, visit PPGAC.com.

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Source: PPG

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