



We protect and beautify the world™

Silverado Named PITTSBURGH PAINTS & STAINS 2017 Color of the Year

08/29/2016

PITTSBURGH--(BUSINESS WIRE)-- The PITTSBURGH PAINTS & STAINS® brand of PPG (NYSE: PPG) today unveiled its 2017 Color of the Year, Silverado (MEN7049-5), a deep, mystic purple that pairs perfectly with trending gray tones.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160829005287/en/>



Silverado named PITTSBURGH PAINTS & STAINS 2017 Color of the Year (Photo: Business Wire)

“PPG’s global color experts selected a striking purple hue for the *Pittsburgh Paints & Stains* brand 2017 Color of the Year after studying consumers’ growing fascination with space, spirituality, technology and time. Silverado perfectly mimics the deep, mysterious yet organic tones of outer space,” said Misty Yeomans, PPG color marketing manager, *Pittsburgh Paints & Stains* brand.

Subtle neutral-gray tones within Silverado add modern grace and livability, Yeomans noted. Because of this, the muted purple can be used in many spaces – children’s rooms, dining rooms or even front doors. When paired with neutral finishes and tones inspired by Mother Nature, the color promotes wellness and takes on a holistic feel, a sign of its versatility.

Consumers can beautifully incorporate Silverado into the home by pairing it with any of the nine other colors in the *Pittsburgh Paints & Stains* brand 2017 color trends palette: deep blacks, such as Black

Magic (MEN7065-6), clean whites such as Silver Screen (MEN7090-2) or String of Pearls (MEN7114-1), or classic gray tones, such as Antique Silver (MEN7070-4) or for a more modern look. Or, Silverado can take on a rich, earthy feel when paired with wood finishes and warm taupe, such as green Photo Gray (MEN7165-4), a salmon tone such as Copper Trail (MEN7088-5), a turquoise like Bermuda (MEN7012-5), deeper purples like Carob Chip (MEN7064-6), or soft cream like Almond Cream (MEN7118-3).

“With hints of gray, Silverado fits perfectly in many different environments due to its versatility and neutral nature,” Yeomans continued.

To achieve true one-coat coverage* and the deep, rich color of Silverado or any other color in the trends palette, use the new *Pittsburgh Paints & Stains* brand PARAMOUNT™ interior and exterior product line. The super premium paint-and-primer-in-one formula offers outstanding stain blocking and hiding, and a durable and washable protective shield in one coat. In addition, the *Pittsburgh Paints & Stains* brand GRAND DISTINCTION® line provides a smooth, beautiful finish with excellent hide, scrubbability and durability for every family’s busy home. For those seeking a budget-friendly option, *Pittsburgh Paints & Stains* brand Ultra paint-and-primer products provide a hardworking acrylic formula and washable finish.

The *Pittsburgh Paints & Stains* brand, available exclusively at MENARDS stores in the Midwest, is a recognized and trusted brand with a respected legacy spanning more than 100 years. Generations of painting contractors, building owners, architects, designers and homeowners have recognized the *Pittsburgh Paints & Stains* name as being synonymous with quality products and service. To learn more about the brand, visit pittsburghpaintsandstains.com.

*One-coat coverage only when tinted to colors from the *Pittsburgh Paints & Stains* brand *Paramount* paint color palette.

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 \$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.

The *PPG Logo* is a registered trademark and *We protect and beautify the world* is a trademark of PPG Industries Ohio, Inc. *Pittsburgh Paints & Stains* and *Grand Distinction* are a registered trademarks and *Paramount* is a trademark of PPG Architectural Finishes, Inc.

The *Menards®* mark appears by permission from Menard, Inc. The *Menards®* mark is a federally registered trademark of *Menard*, Inc. Unauthorized use of this mark is illegal.

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

View source version on businesswire.com: <http://www.businesswire.com/news/home/20160829005287/en/>

PPG Media Contacts:

Jamie Altman, 724-742-5599

Architectural Coatings

jamie.altman@ppg.com

or

Greta Edgar, 724-742-5699

Architectural Coatings

edgar@ppg.com

www.ppg.com

Source: PPG