

SICO paint by PPG unveils 2020 Colour of the Year: Mystic Cobalt

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Timeless, deep blue offers peace and relaxation in an anxiety-filled world

BOUCHERVILLE, Quebec--(BUSINESS WIRE)-- For the upcoming year, the SICO® paint brand by PPG suggests taking a journey back to ancient times with its 2020 Colour of the Year: Mystic Cobalt (6008-73). This deep blue with hints of purple is inspired by the enchanting mix of mineral pigments known as cobalt blue. Conveying timeless beauty, the hue was used to decorate the finest Mediterranean pottery thousands of years ago.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20191004005263/en/>



Both classic and relaxing, Mystic Cobalt is an ode to the infinite beauty of the world. Whether it reminds you of the vast expanse of the sea and an endless horizon – blue calms the spirit and lulls one into sweet nostalgia.

The increasing need for connection in an unmoored world was a reoccurring theme at the recent PPG Global Colour Workshop. This annual event brings together more than 20 PPG global colour stylists from the automotive, consumer electronics, aerospace and home paint and stain industries. Over the course of several days, the stylists analyze the runway, lifestyles, demographics, geographies, and global and cross-cultural societal inspirations to determine what colours will resonate and represent the PPG global colour forecast, including the *Sico* paint Colour of the Year.

“Representing the colour of sky and sea, Mystic Cobalt inspires us to reconnect with nature – the antidote in a modern world plagued by anxiety,” said Dominique Pépin, associate marketing director, *Sico* paint brand by PPG. “In an era where consumers are experiencing increasing stress, surrounding ourselves with calming and soothing hues is a must.”

By welcoming Mystic Cobalt into a space, consumers will begin to benefit from its peaceful effect, allowing them anchor in the present moment. It is also the perfect transitional shade from neutrals to more colourful hues, serving as a backdrop for brighter colours and textures.

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Whether it reminds you of the vast expanse of the sea and an endless horizon – blue calms the spirit and lulls one into sweet nostalgia. (Photo: Business Wire)

To incorporate this blue into your space, *Sico* paint suggests using these trending combinations:

- Mystic Cobalt and White Goose Down (6183-11): There’s a reason the combination of white and blue is considered classic. Pair Mystic Cobalt with crisp white accents and cotton linens to transport yourself to the shores of a Greek island.
- Mystic Cobalt and Chestnut Tree (6072-73): Fusion décor draws from global design to create fresh, exotic looks. African patterns, handmade statuettes and natural Middle Eastern fibers all

look amazing against a Mystic Cobalt background.

- Mystic Cobalt and Buckwheat Yellow (6113-54): Pair mustard or ochre tones with Mystic Cobalt for a natural blend that warms the heart and adds sunshine to any room. For a daring, confident look, incorporate the hues against a backdrop featuring unique crown moulding.

For more information about the *Sico* paint brand’s 2020 Colour of the Year, visit media.sico.ca (password: cobalt).

Since 1937, the *Sico* brand has provided Canadian DIY consumers with a complete line of high-quality interior and exterior paints. The brand is recognized as the market leader and can be found on the shelves of more than 750 retailers. Developed with professional painters in mind, the brand also offers SICO EXPERT® paint, a specialized line sold exclusively to professional painters.

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 major home improvement centres across the U.S. and Canada. For more information, visit www.ppg.com.

At PPG (NYSE:PPG), we work every day to develop and deliver the paints, coatings and specialty materials that our customers have trusted for more than 135 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 \$15.4 billion in 2018. We serve customers in construction, consumer products, industrial and transportation markets and aftermarkets. To learn more, visit www.ppg.com.

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