

**Pgh Paints VOC Press Kit  
General Press Release  
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**FOR IMMEDIATE RELEASE**

**Innovative Design System Helps Consumers Achieve  
Color-Perfect Decorating**

*Self-analysis tool creates pathway to matching individual color choices with color trends*

**Pittsburgh, PA May 1, 2005** – What do your blue eyes, love of the English countryside and smell of freshly peeled oranges have to do with the colors of your home? Actually, quite a lot. Pittsburgh Paints' new Voice of Color paint and color design system, driven by an innovative color analysis tool, connects an individual's personality, style and interests with contemporary trends to reveal a personal color palette that helps consumers achieve color-perfect decorating.

The Voice of Color is built on the premise that every color has an emotional association, and individuals are drawn to different colors for reasons inherently tied to their unique personalities. Research shows that people express only five percent of their thoughts verbally. Individuals better identify preferences through images, emotional words, metaphors, and their senses. These methods tap into mental drivers, such as memories and personal experiences, that form a psychological make-up.

The Voice of Color creates a conscious association between color selection, personality and self-expression that empowers consumers to make relevant and meaningful color choices based on their needs, feelings and preferences.



“Recent behavioral studies indicate that people are searching for an emotional connection to the choices they make,” said Josette Buisson, artistic director, Pittsburgh Paints. “They want their decisions to better reflect their individuality. The Voice of Color addresses these needs. It doesn’t just show consumers what colors work well together. It creates an individual color identity based on that person’s psychological and behavioral make-up. This provides meaning and inspires confidence in their color decisions.”

Studies show consumers are seeking more meaning from the products and services they purchase. To fill this need, manufacturers and marketers are providing tools that allow consumers to be co-creators of these products and services, delivering a more relevant buying and using experience.

“The frustration so many of us feel in regard to color selection doesn’t come from a lack of choice,” said Tom Dougherty, marketing manager, Pittsburgh Paints. “It can be argued that the abundance of available colors adds to the frustration when people are trying to make their color decisions. It’s not more colors people want, it’s an understanding and acknowledgement that the choices they make – or want to make – reflect who they are. This understanding breeds confidence.”

The Voice of Color is an integrated, comprehensive design system that uses attractive tools and materials to redefine the world of color and, by identifying their color personality, assists consumers in following a simple path to choosing colors for their surroundings. Among its elements are the Color Sense Game, exclusive color families, unique decorating color chips, wet paint sample program and Web site.

### **The Color Sense Game**

The starting point of the Voice of Color system is the Color Sense Game ([www.voiceofcolor.com](http://www.voiceofcolor.com)), a captivating, visually stimulating, and research-based analysis that helps users gain an understanding of their color preferences on a psychological level. Participants of the Color Sense Game respond to a number of questions on color influencers such as emotion, the five senses, dreams and core personality. For example, participants are asked to choose a phrase that best describes them. Choices include sensitive and thoughtful and cheerful and full of energy. Another question asks visitors to choose their dream preference, some of which include riding horses in Montana or a cruise off the Greek Islands aboard a luxury sailboat.



“Manufacturers and other influencers have traditionally dictated color selection for consumers,” said Buisson, creator of the Color Sense Game. “Color preferences are unique. Choosing color is a personal exercise. Emotion, experience, style, and values all shape our color preferences. Many times, we’re not even aware of why we like a color or how certain colors in tandem make us feel. Revealing our interests and traits brings us to a better understanding of why we gravitate to certain colors. It breeds confidence while simplifying the color selection process.”

### **The Harmony Color Families**

Preferences identified through the Color Sense Game reflect a primary and secondary color personality embodied by one of nine Pittsburgh Paints Harmony Collection color families.

Harmony Collection color families integrate contemporary colors in new and exciting ways that deliver color schemes in tune with personalities and present-day styles. Color families include the vibrant Desert Spice; earthy Leather, Stone & Wood; and tranquil Water Beads. Each family features a signature color (e.g. orange for Desert Spice, blue for Water Beads), as well as coordinating colors.

Influenced by social events, fashion and new technology, the world of interior design is subtly and continually reinvented to reflect social realities. The Harmony Collection color families adapt to these societal trends to maintain a fresh and modern appeal. Each year brings new trends in reinvented harmonies and different color combinations. Trends for 2005 include Retro Remix, Bohemian Opulence, Gravity and Allure Couture.

“There is no singular trend,” Buisson said. “No single color can be declared the one trend color. Instead, many influences converge to create distinct atmospheres consisting of both color and style, and which appeal to different groups of people. We capture this ideal with our annual trends.”

### **The Voice of Color Tools**

Every Harmony color family includes a set of several **decorating chips** of five colors apiece that work best in bringing to life a color personality. Voice of Color promotes a unique 60-30-10 decorating concept, where one color of the palette is the dominant (60 percent) color of the space. This is typically the wall space. A secondary color (30 percent, representing ceiling, furniture fabrics, etc.) and three supporting colors (10 percent,



representing accents like trim, molding, picture frames, lampshades, etc.) complement the dominant color. Not every color on the palette has to be incorporated in a room. And the colors on the palette are interchangeable; thus a supporting color on the palette can be the dominant color in a room. The color scheme influences all aspects of the space, including floor coverings, furniture, paint and accessories.

The Voice of Color **Paint Visualizer** software shows consumers how color schemes will appear before purchasing materials. With the visualizer, consumers can download a digital picture or scan of the space being painted and then electronically apply paint colors to get a true representation of the finished product, complete with existing furniture or wall coverings.

The Voice of Color **Wet Paint** program is unlike traditional wet paint sample programs that group together similar colors (blues with blues; yellows with yellows, etc.). The Voice of Color wet paint samples reflect the color family palettes. The five colors of a palette are horizontally aligned, making it easy for consumers to see how the colors interact. The two-ounce sample jars allow consumers to test colors in their homes before committing to a color or palette.

Tying the design system together is the new Voice of Color **Web site** ([www.voiceofcolor.com](http://www.voiceofcolor.com)), a gateway for homeowners to achieve their decorating vision. It includes a portfolio showing interior designers work, Inspiration by Room type, the ability to customize paint chips, and painting and color tips.

The Voice of Color paint and color design system launches May 1. All materials are available at more than 1,800 Pittsburgh Paints dealer locations nationwide.

### **Company Information**

Pittsburgh Paints is a manufacturer of quality paints for more than 100 years, covering the consumer, commercial, and industrial markets. Consumer brands include Manor Hall, SunProof and Pure Performance. Pittsburgh Paints are manufactured by PPG Industries, one of the world's largest paint producers, serving the architectural, automotive, aerospace, industrial and packaging industries. In addition, PPG manufactures glass, fiber glass and chemicals. Sales in 2004 were US\$9.5 billion.

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