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**FOR IMMEDIATE RELEASE**

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## **DUTCH BOY® PUTS THE SPOTLIGHT ON WHITES**

### *New Color Selection System Offers Consumers More Options When Choosing Whites*

*Cleveland, Ohio...* For years, consumers have chosen white as their “default” color. When they’re overwhelmed by too many color choices, when they are afraid to try something new, they choose white because it’s safe and easy. Dutch Boy® wants consumers to break out of a routine of *settling* for white and view white for what it is – a highly desirable shade that can easily hold its own against the blues, reds and greens of the world.

With the introduction of the new Color Simplicity color selection system, Dutch Boy is providing consumers with the opportunity to see white in a whole new light – by separating the white palette into a section complete with 60 different shades. It is often difficult for consumers to shop for white in an area saturated with color, like a core color grouping.

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Not only is this one of the first white color palettes that has an entire display devoted to it, the division from the other colors allows the different shades of white to pop out at consumers.

“We wanted consumers to choose white for the right reasons,” said Adam Chafe, Dutch Boy Vice President, Marketing. “By devoting an entire portion of the Color Simplicity system to it, we put all the options in front of them, while still leaving the choice to the consumer. It all goes back to simple choices and simple solutions.”

The Whites color section is comprised of 30 shades of cool whites and 30 shades of warm whites, depicting a full range of the color, on larger 2.5”x 4” color chips. Consumers are able to take 8.5” x 11” four-page color cards to see which shade of white works best in their homes. Depending on the shade they choose, consumers will find that each one offers a different glow and luminosity.

The focus on trim has become increasingly popular the past several years. The idea is to show whites in a different way. The Simple Solution of applying a pearlescent glaze over a basic white delivers a simple, yet dramatic result.

White continues to be one of the most decorated shades of color used today. Dutch Boy has given consumers options in white where there were none before. Whether it’s deciding between a painted trim, or choosing between a cool or warm shade, consumers will find that there has never been so much potential in white.

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On the heels of innovations such as the Twist & Pour™ plastic gallon and quart containers and the Ready to Roll™ project-sized paint tray, the new Whites display and Dutch Boy's Color Simplicity system are the latest solutions to join its Simple Innovations product offerings for home decorating.

The new Color Simplicity system makes color selection more simple, and better satisfies consumers who go through the process of selecting, and living with, their choice of interior coatings. The new selectors will be available at a variety of Dutch Boy retailers nationwide in the second quarter of 2006.

For more information or to contact a Dutch Boy representative, log on to

[www.dutchboy.com](http://www.dutchboy.com) or call 1.800.828.5669.

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**EDITOR'S NOTE: For high-resolution digital images of Dutch Boy's products or logos, please contact Julie Molnar at 216-696-0229, or via e-mail at [jmolnar@robertfalls.com](mailto:jmolnar@robertfalls.com).**