



DUTCH BOY® PAINTS NAMES SANDSTONE TINT AS 2018 COLOR OF THE YEAR

A Light Greige With Warm Undertones That Will Brighten Any Room in the Home

(CLEVELAND 8/30/17) – Dutch Boy® Paints, an industry leader in innovative, high-quality paint products, is proud to announce Sandstone Tint (441-2DB) as the brand's Color of the Year for 2018. Identified by Dutch Boy Paints' color and design team, this warmer neutral emerges as the leading color from a four-trend color story that draws inspiration from current cultural happenings such as travel, diversity, technology and home décor.

Highlighting key themes found in the *Quest* trend story, Sandstone Tint is a hue that nods to the simplicity of the past, while also making a modern, color-confident statement that looks to the future. It is a practical yet sophisticated shade that can be seamlessly incorporated throughout the home, whether the painter is a novice DIYer residing in their first city loft or a seasoned one, purchasing a new home for their ever-growing family. In functional spaces, like a family room, Sandstone Tint serves as an unassuming backdrop for décor that features bright pops of color, such as a rich greens or gunmetal grays. When applied to more intimate spaces, like a bedroom, the hue creates a restful zen oasis that is as calming as it is beautiful. Sandstone Tint can best be paired with items like weathered wood, hand-crafted terracotta and metallic accessories, and craft spaces that portray understated elegance.

“Our 2018 Color Forecast for Dutch Boy Paints takes a deeper dive into the way we see and experience the past, present and future, and how each impacts our daily lives, “ said Rachel Skafidas, Color and Design Manager, Dutch Boy Paints. “We chose Sandstone Tint as the 2018 Color of the Year as it captures the essence of our ever-evolving world. It's adaptability is another reason we love it so much: it can serve as a blank canvas for bold or neutral color pairings and everything inbetween. At Dutch Boy Paints, we want to offer our consumers versatile paint colors that can easily be incorporated into their homes, no matter their personality or desired design aesthetic.”

The four trends that make-up the Dutch Boy Paints 2018 Color Trends Forecast are *Quest*, *Embrace*, *Merge* and *Simply*.

About the 2018 Color Trend Forecast

Quest

Quest features an earthy color palette of shades ranging from light greige to dark gray, centered around varying shades of blue. These disarmingly simple yet complimentary hues are as classic as they are sophisticated. Use colors from this palette in the kitchen on both the walls and cabinets to create a space that's modern in both look and feel.

Embrace

The color palette of Embrace has limitless possibilities, offering DIYers the opportunity to express themselves through color in ways that they may not have previously considered. This trend merges neutrals with unexpected pops of burnt orange and vibrant red. Contrast lighter shades with dark grays, and create graphic wall art to make the space unforgettable for entertaining and gathering spaces around the home.

Merge

Hues found in man-made technology and nature come together to form a twilight color palette made up of vibrant blues, dark greens and charcoal tones paired with warm marigold yellows and plum purples. Delivering a full-range of color, the Merge color palette has the ability to transform the space where they are applied.

Simply

Simply features warm tones of muted pink, charcoal gray and clay red. This trend palette represents detoxing from our digital lives and taking a closer look at the sustenance our minds and bodies need. Incorporate this palette into the bedroom to create a space that allows for both relaxation and regeneration.

For more information on Dutch Boy Paints' 2018 Color Trends and 2018 Color of the Year, please visit: www.dutchboy.com.

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About Dutch Boy Group:

Founded in 1907, Dutch Boy Paints continues to be an industry leader in delivering innovative and high-quality products and packaging solutions, and is one of the most recognizable brands in the market over 100 years later. In recent years, a new vitality, youthfulness, and the promise of Simple Solutions have also shaped the brand. Heritage and trust has been brought to life with energy and empowerment, inspiring DIYers and paint enthusiasts for generations to come.