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ColorSnap® Q&A with Director of Color Marketing Jackie Jordan

Sherwin-Williams Director of Color Marketing, Jackie Jordan, was instrumental in the development of ColorSnap®. The following Q&A provides her perspective on the importance of the new system and how it is changing the way people interact with and select color.

In your own words, how would you describe ColorSnap?

ColorSnap is a labor of love that was in development for many years. The beauty of ColorSnap is that it is a complete system of tools that make color exploration easy and accessible wherever you are – in a Sherwin-Williams store, at home or when you are on the go. Our new layout of colors provides a cohesive color family presentation, with our most popular hues grouped so they are easy to find. In store, we've created a way for people to select color in a smarter, simpler fashion that provides inspiration with vivid color guides. Online or with our app, our easy-to-use visualizer tools help you see your finished project before you begin painting, all in the palm of your hand.

Why should a consumer who hasn't been to Sherwin-Williams in a while, or ever, try the store now?

We know that making paint color decisions can be a challenge consumers face. Our new interactive, innovative and intuitive displays make the color selection process easier than ever before. The main ColorSnap Studio display offers a full spectrum of colors grouped by family, which guides the customer directly to the specific hues they are seeking. Additionally, we provide inspiration through a variety of tools and in-store expert assistance to address design challenges. Our goal is to simplify color selection and make the entire process fun and exciting.

Who is ColorSnap designed for?

ColorSnap is designed for everyone – from DIYers to professional painters and designers. Whether they interact with us at our stores, online or with our design pro suite of tools, the new system offers something for everyone and every project. The inspirational and interactive elements of ColorSnap will appeal to DIYers. Professional painters will feel confident referring their customers to our stores and will appreciate having a fan deck of colors that is well organized and easy to use in the field. Designers will love the functionality of a system that is organized by color family; our new tools that simplify color selection and large color samples will allow their clients to make final decisions in a snap.

What was missing in the marketplace that ColorSnap brings to the table?

ColorSnap ties together everything that the consumer wants for color exploration and selection using both online and offline tools. Whether in a Sherwin-Williams store, at home or on the go, ColorSnap allows customers to select color with confidence quickly and easily. Pair these tools with the assistance they'll receive from our incredibly knowledgeable employees across our 4,000 stores and they have a color selection process that is inspiring, enjoyable and easy.

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What has the reaction been from consumers and the design community?

The reaction has been fantastic. During testing, we received kudos for ColorSnap's functional and easy-to-use features. DIYers were able to select color faster, design pros appreciated the thoughtfulness that went into each of the design pro tools and painting contractors have commented about the ease and simplicity of the fan deck.

What do you love most about the new ColorSnap system?

I love that no matter where people are in the color selection process or how they like to explore color, ColorSnap offers the colors, tools, inspiration and know-how to make design dreams a reality while keeping the process fun.

What new color are you most excited about?

I absolutely love the new colors. Oh Pistachio (SW 9033) makes me smile. It's such an uplifting green and my favorite flavor of ice cream. I am drawn to Moonlit Orchid (SW 9153). It's a violet seemingly bathed by a moonlit sky that sets an intimate romantic mood. Favorite Jeans (SW 9147) is comfortable and relaxing – exactly as the name implies.

How have consumer views on color and color selection changed over the years?

Today, consumers are willing to try something a little out of their comfort zone when it comes to color. We're seeing everything from interior doors painted in bold hues to splashes of red and black on the ceiling. Although people are becoming more comfortable with color, we understand the process can be intimidating. We've made it a priority to create tools and apps that help to identify what inspires people and turn that inspiration into a palette of colors, and eventually, a space they love.

Tell me about your experience working with IDEO, an award-winning global design and innovation consultancy.

Working with IDEO was exciting, fulfilling and challenging – in a good way. Working with such talented and creative minds across all disciplines made me realize how important it is to have a team of many, rather than the ideas of a few. This extraordinary company sets the standard for how to approach a project, maintaining a sharp focus on the end-user through all aspects of design.

What surprised you most while going through the research and development?

IDEO's unique approach to looking at industries outside of ours for inspiration was very useful. They helped us explore scores of ideas both practical and far-reaching. Their rapid prototyping methodology, which often used sketches to determine quickly and efficiently what resonates with our users, eliminated time and expense. It was genius.

How do you want customers to feel after leaving a Sherwin-Williams store?

I would like all of our customers to feel inspired, excited, informed and confident they made the best decision possible to complete their project, and ultimately fall in love with it.

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