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FACT SHEET

Sherwin-Williams Launches Breakthrough System to Simplify Color Selection *ColorSnap® integrates online and offline tools, and includes a new in-store display*

Overview

ColorSnap® is an integrated system of colors and tools that delivers the ultimate color-selection experience for consumers and professionals. The all-new system includes a redesigned in-store color display (ColorSnap® Studio); a refreshed and integrated online set of tools (ColorSnap® Visualizer); and an expanded suite of tools for professionals (ColorSnap® Design Pro Suite) along with nearly 200 new colors.

Whether in their neighborhood Sherwin-Williams store, at home or on the go, ColorSnap provides a fun and easy solution to explore color any way the customer chooses.

ColorSnap® Studio features and benefits

In-store testing showed that, on average, the new ColorSnap Studio reduces the time it takes to select paint colors by 60 percent when compared to the previous display.

- It features individual 2-by-3 inch take-home color chips, rather than strips; the larger, single-color chip makes it easier to find and sample colors.
- Colors are organized by color family, such as blue or red, to make selection more intuitive and faster
- As part of the new display, a central work area will be added for customers to arrange and review their color choices, explore Sherwin-Williams color tools and interact with store experts. For example, customers will be able to browse nine new color guides and 12 postcards that are designed to inspire, educate and simplify color selection.
- In addition to the main color display, new merchandisers will feature curated palettes including historic and timeless color collections, as well as trend colors and popular local colors.

New colors

As part of the launch, Sherwin-Williams will add nearly 200 new colors to its robust color palette.

- Through extensive trend and consumer research, Sherwin-Williams color experts sought to fill high-demand color families, including blues, yellows and neutrals along with a series of mid-value hues across all color families.
- These new colors will round out Sherwin-Williams already extensive color palette.

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Online tools

ColorSnap® Visualizer online tools are available to customers anytime, anywhere for whenever color inspiration strikes.

- ColorSnap Visualizer offers inspiration by matching a color in a photo to a specific Sherwin-Williams color, by allowing users to upload an image to virtually paint a room, or enabling users to simply browse color details.
- With the mobile app, customers can scan the new 2-by-3 inch color chip with their iPhone or Android smart phone for instant access to room scenes featuring that color, options for coordinating colors, and more.
- The iPad tool features inspirational room scenes showcasing expert color picks.
- The current set of online tools is available for the web (on sherwinwilliams.com), iPad, iPhone and Android.

Professional tools

The new ColorSnap Design Pro Suite of tools for professionals includes a new fan deck, portable and desktop kits, a complete palette guide for easy reference, and more.

Availability

- The in-store ColorSnap Studio starts rolling out this month, and will be available in all 4,000 Sherwin-Williams stores across the U.S. and Canada by the end of January 2016.
- By October 2015, Sherwin-Williams.com and all of the ColorSnap Visualizer tools will feature the refreshed color palette.
- The ColorSnap Design Pro Suite will be available early 2016.

Ask Sherwin-Williams™

For nearly 150 years, Sherwin-Williams has been an industry leader in the development of technologically advanced paint and coatings. As the nation's largest specialty retailer of paint and painting supplies, Sherwin-Williams is dedicated to supporting both do-it-yourselfers and painting professionals with exceptional and exclusive products, resources to make confident color selections and expert, personalized service at its more than 4,000 neighborhood stores across North America. Sherwin-Williams has been ranked "Highest in Customer Satisfaction among Paint Retailers, Three Years in a Row" in the J.D. Power 2015 Paint Satisfaction StudySM. For more information, visit sherwin-williams.com. Join Sherwin-Williams on Facebook, Twitter, Pinterest, Instagram and Tumblr.

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