

FOR IMMEDIATE RELEASE

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FACT SHEET

PRATT & LAMBERT® PAINTS UNVEILS THE NEW NEVER COMPROMISE™ COLOR SYSTEM

System Offers A Fresh Look At Color With Expert Design Guidance For Consumers

- The Pratt & Lambert Never Compromise™ Color System offers a designer inspired color palette, housed in a beautiful new showcase, consisting of 1,056 expertly chosen colors built on a foundation of the most popular offerings. The Williamsburg® Color Collection and the Ovation® Faux Finish line are housed in two added displays.
- A unique color arrangement makes selecting colors simple. The extensive color selection is neatly organized across the color rack by family, with the top half of the rack featuring bright, clean colors, and the bottom half featuring more muted, neutral shades.
- Oversized 2 inch x 4.5 inch color chips with patented pop-out center circles allow consumers to hold the color chips over fabric swatches or carpet samples to see how well colors coordinate.
- Fun, introspective self-assessments called Color Personality Profiles help consumers find their color style by directing them to the colors and combinations that best reflect their specific tastes and personality.
- To further enhance creativity, 16 Inspiration Cards featuring beautiful room photography illustrate how professionals combine colors on walls, trim and accent areas.