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**BRING FRESH, NEW LIFE TO YOUR ENTIRE HOME WITH  
MARTIN-SENOUR PAINTS' NEW COLOR SELECTOR SYSTEM**

*New Color Selector and Design Tools Help Consumers Balance a Home's Interior Design*

Cleveland, Ohio—January 2007—Martin-Senour Paints is proud to introduce its new color selector system that supplies consumers with a multitude of tools for choosing paint colors and schemes that will bring a youthful elegance to their homes. Focused on providing fresh, energetic and balanced color choices, the new system offers an easy-to-follow palette arrangement and a wide variety of color tools, all contained in an attractive 12 feet wide display unit.

The highlight of the new color selector is Martin-Senour Paint's industry exclusive 'Harmonize Your Home' palette. This decorating concept assists consumers in creating a balanced flow of color throughout their homes by teaching them how to decorate room-to-room rather than room-by-room.

"This really is the beginning of a new chapter in Martin-Senour Paint's history," says Debbie Zietlow, Product Manager, Martin-Senour Paints. "We want to offer consumers a way to create a fresh and fashionable look, while maintaining the classic appeal of grace and

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sophistication. Martin-Senour Paint's new color system and included tools give consumers the confidence to choose the colors they like and then incorporate those colors into the overall décor of their homes. It's not just about paint, it's really about overall home design."

The new color selector system is divided into five main sections: Choose Your Color, Harmonize Your Home, Find Your Focus, Sample Your Style, and the WILLIAMSBURG® Collection.

Featuring 576 fresh and vital colors, the main portion of the selector, titled 'Choose Your Color,' provides a palette representing the full spectrum, including 48 unique shades of white. Oversized 2 inch by 7.5 inch color strips display four varying shades from all color families. Individual white color strips, measuring 2.5 inches by 4 inches, are nearly double the industry standard size, enabling consumers to see the subtle nuances between different shades of white.

Assisting consumers in bridging the gap between designing a color scheme for a single room and one for a whole house is accomplished with the 'Harmonize Your Home' portion of the selector. This breakthrough section helps consumers transition color smoothly from room to room. Incorporating paint colors from walls, trim or the ceiling in one room to the next room, whether on walls, accessories or furnishings, serves to visually connect the home's entire décor, creating a sense of harmony and a balanced, flowing color scheme.

Eight different idea cards illustrate how to partner paint color with other elements in the home to establish a cohesive decor. Additionally, each card has a coordinating 4 inch by 7.5 inch color strip displaying the 5 colors featured on the idea card. Whether the consumers want to energize their homes' décor, or make it warmer and more relaxing, the idea cards provide the ideal resource and inspiration to help consumers develop a complete design plan for their home.

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Zietlow goes on to say that color design is really a holistic pursuit for many homeowners, “Creating a sense of cohesive design is a very important aspect of home decoration. A house that contains unique yet interconnected décor instills a sense of balance, tranquility and overall harmony for the homeowner.”

Consumers looking to find inspiration before purchasing paint can also utilize the ‘Find Your Focus’ portion of the selector, which offers a variety of color cards showcasing the most popular Martin-Senour Paints interior and exterior colors and combinations, exterior stain colors, floor, porch and trim colors, and the exclusive WILLIAMSBURG® Collection. Each card contains beautiful photography that demonstrates how professionals combine colors on walls, trim and accent areas.

Stepping beyond the conventional color chips and color cards, the new selector also offers 184 historically accurate colors from the WILLIAMSBURG Collection. Offering 18<sup>th</sup>-century design sophistication for 21<sup>st</sup>-century living, the WILLIAMSBURG colors are derived from Colonial Williamsburg archives and Historic Area excavations. They capture the bold palette of fashionable homes in Williamsburg, Va., during America’s most influential design period. From kiwi green to chocolate brown, they continue to be on trend with the *new* traditional style of today’s home—where classic lines meet hot colors for a look that endures. Conveniently sized 2 inch by 3 inch color chips are available to help visualize how color will look on the wall surface.

Finally, Martin-Senour Paints asks, “Why live with a color you don’t like?” The ‘Sample Your Style’ section gives consumers the opportunity to test color on their walls by purchasing quart-size samples of the colors offered in the new system. These generously sized samples cover up to a 100 square-foot area, and are available in hundreds of colors.

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“Consumers have told us that one of the most challenging aspects of choosing a paint color is trying to imagine how it will actually look when applied in their homes,” notes Zietlow. “These color samples eliminate the guesswork and let them envision exactly how the color will look applied in their homes, amongst their furnishings and accessories, and under their lighting conditions.”

Whether utilizing one, or all of the tools provided by the new Martin-Senour Paints Color Selector, consumers now have the ability to choose paint colors that will bring new life to the rooms in their homes, and create unique and personal environments.

For more information or to locate a Martin-Senour® Paint retailer, log onto [www.martinsenour.com](http://www.martinsenour.com), or call 1.800.677.5270.

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Martin-Senour Paints manufactures quality paints for consumer, contractor and industrial applications, and is one of the oldest and most respected paint brands in North America. Martin-Senour® paints are distributed throughout the United States by a nationwide network of independent paint dealers.