

**Pgh Paints VOC Press Kit  
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***Pittsburgh Paints Identifies 2006 Color Trends: The Light Years***

*Current world events, social trends influence color selection*

**Pittsburgh, PA December 1, 2005** – Advancements in technology, the outsourcing of jobs to Asia, and the war in Iraq shrink the globe and elevate the role of the individual, not only impacting the economy...but also the color of the walls in your home. This according to Pittsburgh Paints' Artistic Director Josette Buisson, whose application of social trends drives Pittsburgh Paints 2006 emerging color trends, dubbed "The Light Years."

The attraction to a specific trend differs for each individual because though we experience the same social events, we filter and interpret these experiences personally to create our own trends. Today's society celebrates individuality and current paint trends will reflect these personal experiences as they are incorporated in new color palettes. The Light Years represent light and use the color white as a common denominator that connects the four unique trends. The new 2006 trends include Prana, Strategy, Modern Artisan and Color Delight.

Each of the four color trends are characterized by the following:

- Prana – a reaction to violence and the accelerated pace of life. Prana is found in peaceful objects and represents a desire to slow down life and enjoy beauty. The colors of Prana are soft aquas, and light purple and pink shades.
- Strategy – focused on function and simplicity. The trend of Strategy is influenced by technology and the industrialized world. We see Strategy in red, black and gray – sleek, strong, compartmentalized colors.
- Modern Artisan – represents a movement toward conscious living. The Modern Artisan trend is found in an appreciation and respect for all things – like seeking out green products or making ethical choices. The true colors of the earth are expressed in Modern Artisan with deep blues, greens, warm browns, and oranges.
- Color Delight – expresses a youthful, colorful look on life. This trend embraces the joy of discovery and feelings of optimism. Think bright pinks and greens, like the colors of candy and the lights of a carnival.

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“The new trends for 2006 incorporate the many expressions of our changing society,” said Buisson. “Trends are about ideas, and can be translated into color opportunities.”

Pittsburgh Paints developed its new Voice of Color paint and color design system, ([www.voiceofcolor.com](http://www.voiceofcolor.com)) on the premise that every color has an emotional association, and individuals are drawn to different colors for reasons inherently tied to their unique personalities and experiences. The Light Years applies the nine Voice of Color color collections in new and unique ways. For instance, Color Delight marries color palettes from the Al Fresco and Morning Rose harmony families.

“The Voice of Color doesn’t just show consumers what colors work well together,” said Buisson, a chairholder of the Color Marketing Group. “It creates an individual color identity based on that person’s psychological and behavioral make-up. This provides meaning and inspires confidence in their color decisions.”

### **Trend Influencers**

Buisson’s inspiration for The Light Years reflects social trends along with changing global demographics.

For example, a desire for creativity represents a growing social movement that greatly influences The Light Years. One result of the increase in outsourcing jobs overseas is that more than 30 percent of the workforce is now in the creative fields, according to “The Rise of the Creative Class” by Richard Florida. This results in an even greater desire for higher levels of design and colors that appeal to the senses for every product and service we purchase. This trend is seen through the use of aesthetic color for traditionally utilitarian products like wastebaskets and even washing machines. With discount stores such as Target bringing design to the masses, consumers can be more discriminating because they have so many choices. There is a craving for uniqueness, meaning and personal expression in interior design.

Demographically, the greatest influence on The Light Years can be seen through the two largest age groups: Generation Y, ages 10-28, and Baby Boomers, ages 40-58. The baby boomers represent 76 million people and seek more emotionally meaningful design and color choices, like Modern Artisan, and the pure, peaceful nature of Prana. Generation Y represents 74 million people and are more focused on fun and bold colors, like the trend Color Delight.

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“Different voices that express our reality allow for different trends,” said Buisson. “We change over time with age and the world around us changes as well. The combination of the two creates new trends and determines what specific trend we fit and evolve into.”

### **PPG Color Leadership**

PPG employs more than 20 color stylists from around the world in different markets, collaborating to determine styles and trend colors for the home, electronics and automobiles. From consumer goods, to automotive color, from residential to commercial to industrial design, PPG offers color leadership in multiple markets. For example, two-thirds of all automobiles around the world are painted with PPG colors. PPG’s unique position as a color leader in all markets allows them to observe and translate emerging global color trends.

### **Company Information**

Pittsburgh Paints is a manufacturer of quality paints for more than 100 years, covering the consumer, commercial, and industrial markets. Consumer brands include Manor Hall, SunProof and Pure Performance. Pittsburgh Paints are manufactured by PPG Industries, one of the world’s largest paint producers, serving the architectural, automotive, aerospace, industrial and packaging industries. In addition, PPG manufactures glass, fiber glass and chemicals. Sales in 2004 were US\$9.5 billion.

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