



Contact:

Sherwin-Williams@spongpr.com

Rachel McAllister

Spong

(212) 494-8607

Rachel.McAllister@spongpr.com

Sherwin-Williams Launches Breakthrough System to Simplify Color Selection

ColorSnap® integrates online and offline tools, and includes new in-store display

CLEVELAND (Aug. 25, 2015) – Sherwin-Williams introduces its latest innovation: ColorSnap®, the company's most comprehensive, integrated color selection system ever offered. Designed to help consumers and professionals make confident and efficient paint color selections, ColorSnap includes a first-of-its-kind, in-store display that makes color selection fast and easy, in addition to enhanced online and off-line tools, and new colors.

"With the ColorSnap system, we've created a completely new way to navigate color. Whether in their neighborhood Sherwin-Williams store, at home or on the go, ColorSnap provides a solution to easily explore and find color any way the consumer chooses," said Jackie Jordan, director, color marketing, Sherwin-Williams.

ColorSnap 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.

Easy, intuitive and fast

Customers can explore color in an entirely new way with the interactive, in-store ColorSnap® Studio display, which groups color by family, such as red, yellow or blue, then displays color by saturation level from bright to neutral with a new category just for whites. Each color family is set on one of 24 rotating panels. By turning a panel, customers can see a curated selection of nearly 50 paint chips of specific colors within that color family — making the selection process simple and fun.

-more-

The display, which will be the centerpiece of every Sherwin-Williams store, also features new 2-by-3-inch take-home color chips, rather than strips, so customers can get a bigger, better idea of how colors will look in their space.

Sherwin-Williams conducted extensive testing to ensure the new ColorSnap system would improve the overall customer experience. During in-store testing, on average, customers found their paint color of choice in 60 percent less time than with the previous display.

Sherwin-Williams collaborated with IDEO, an award-winning global design and innovation consultancy, on the in-store display, which uses a human-centered, design approach to help simplify the color-selection experience for both DIYers and professionals.

"We were honored to work with Sherwin-Williams to reimagine the color selection journey through the lens of the company's many diverse customers. After a thoughtful and iterative design process, we're excited to see ColorSnap come to life," said Michelle Ha Tucker, portfolio director, IDEO.

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. Customers will also be able to browse and take home nine new color guides and 12 postcards that are designed to inspire, educate and simplify color selection.

In addition to ColorSnap Studio, the redesigned in-store color display, the all-new system includes a refreshed and integrated online set of tools including ColorSnap® Visualizer for iPhone, iPad, Android and online (at sherwinwilliams.com). The tools allow users to explore color before ever picking up a paintbrush. 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. ColorSnap Visualizer also inspires by matching a color in a photo to a specific Sherwin-Williams color, allowing users to virtually paint a room or simply browse details on the full range of Sherwin-Williams colors. The iPad app also features inspirational room scenes that showcase expert color picks.

-more-

The ColorSnap system also seamlessly integrates with Sherwin-Williams industry-leading Sher-Color™ Advanced Color Matching Technology, which calibrates color formulas specifically for every product and sheen, ensuring outstanding color accuracy and consistency when ordering a Sherwin-Williams color or matching a color to an accessory or to a color from another paint brand. Sher-Color™ is available in-store for fast, precise and custom color matching.

Faster and easier for design professionals

Professionals will also find color selection easier and faster, thanks to the variety of new resources available to them, whether in the office or on the job site. The ColorSnap® Design Pro Suite includes an updated and expanded suite of tools for professionals (including a new ergonomic fan deck, portable and desktop kits and more), along with the ColorSnap Visualizer online tools. The ColorSnap Design Pro Suite creates a powerful color selection system that can differentiate a design practice. It will be available in early 2016.

To learn more about the ColorSnap system, visit your neighborhood Sherwin-Williams store or www.colorsnap.com.

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.

#