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## **BehrPro releases 2014 color trends forecast for painters, contractors and remodelers**

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Today, BehrProSM, the professional products and services group of Behr Process Corporation, an experienced and trusted supplier of architectural paint and exterior wood care products, introduced its 2014 color trends forecast. BehrPro's forward-looking color predictions aim to help professionals in the commercial and residential painting, remodeling, building and property management industries better serve their customers by identifying the most sought-after color choices and design styles. Capturing history, pastimes, and influences from nature, the four 2014 color themes, presented by the BehrPro program, unveil 20 new paint colors alongside inspirational design aesthetics.

"We've witnessed a turn back to basics in the design industryâ€”from consumers taking an interest in crafting their own furniture to featuring a more traditional, art-deco look in their homes," said Erika Woelfel, director of color marketing for BEHR Paints. "By pulling from the larger themes of each palette, pros can help clients visualize the positive impact of a fresh coat of paint. Whether they're recommending a soft yellow in living areas to create a warm and energizing atmosphere, or introducing bold accent colors throughout the home, professionals can bring additional value to every project by leveraging color insights."

The 2014 color trends palette from the BehrPro program showcases four unique trends that have been extensively researched and selected by the company's color experts. The below themes showcase revitalized neutrals that illustrate the warmth of wood and stone work, rich colors that give way to a luxurious "old world" sentiment with a sense of romance and mystery, and cool hues that make for a calming and comfortable sanctuary.

**Seaside Harmony:** The colors of sun meet surf and sand in a cool palette that soothes the senses with blue-greens, warm peach and a crisp white. BEHR colors: Ocean Liner, South Peach, Miami Weiss, Edgewater, Sky Blue

**Urban Alternative:** Celebrating time-honored skills and craftsmanship, the natural evolution of industrial modern décor feels more modest, relaxed and attainable through deep browns, grays and an inviting shade of red. BEHR colors: Boho, Offbeat, Film Fest, Hipsterfication, Coffee Bar

**Grand Reign:** To demonstrate distinctive opulence and romantic glamour, rich jewel tones merge to capture the imagination in both masculine and feminine settings. BEHR colors: Imperial Jewel, Coronation, Grand Soiree, Cloisonne Blue, Minuet Rose

**Natural Avocation:** Bringing the world of science and nature inside, bright shades of green, red and yellow complement neutral, darker tones to add a sophisticated touch to residential and commercial spaces. BEHR colors: Arboretum, Archivist, New Shoot, Sunday Afternoon, Amaryllis

"When color isn't your area of expertise, the trends forecast is an easy way to get up to speed on popular colors and suggested complimentary design elements," said Colin Jaffe, senior vice

president of pro sales for Behr Process Corporation. "When deciding which color palette is most fitting, we recommend evaluating the current state of each environment. Once a client's preferences are identified—whether their taste is more laid back, elegant, minimalist or modern—you've established a seamless transition to making the most fitting color recommendations."

To help professionals better meet customer expectations, the BehrPro program provides a variety of color services, including custom color selection, pinpoint color matching, renderings of color on properties and color materials for any project need. Additionally, through factory tinting services, BehrPro representatives can match a desired shade quickly and precisely with the company's vast database of more than 3,000 color formulas. More information on the color trends projected for the coming year may be found in the BEHR 2014 Color Trends brochure, available at The Home Depot® stores nationwide.

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