

color
matters



valspar
if it matters, we're on it.®



INSPIRE**ME**

For more than 200 years, Valspar has been a leader in the art and science of coatings that excel in both beauty and function. Our expansive range of superior quality coating systems comes to life through a full palette of colors, gloss levels and surface textures. Now we're taking matters to the next step. Color Matters puts our cumulative knowledge of architectural color trends at your fingertips.

When you're looking for inspiration, valsparcoilextrusion.com/colormatters is the place to go.

Why is color so important?

Color conveys emotion.

What you see is what you get.
What you get is what you see.
Colors tell the truth. Many colors belong together. Many don't. Color is open for interpretation. Color always reveals its true self.

Color defines cultures.

Cultures interpret colors. Colors become symbolic. Colors convey views. Colors embellish desires. Bottom line, color is an essential part of who we are and where we come from.

Color sells products and services.

Color evokes emotion and provokes reaction. Color conveys personality. Color creates mood. And color is a powerful selling tool. Red is passion and power. Pink is soft and pure. Green is fresh and natural.

Color inspires everything.

Color is the spice of life. It stirs the soul. Jostles the mood. Awakens the spirit. Color covers our world. Color is beautiful. Color is rich. Color is bold. Color spurs action.

Color evolves.

It is human to be attracted to color. It is also human to expect tastes in color to evolve. When that happens, new trends form. And who better than the people who live, breathe and coat the world with every color in existence to inform you of those trends?

Who decides a trend is a trend? Well, we all do.

It takes a populace to declare a trend. Which is why Valspar does intense research, analysis and forecasting year-round to learn about the immediate and long-term goals of a market. The information is compiled, filtered and then narrowed down to create distinct trend themes. These themes are refined into sets of palettes, each with its own overarching story.

Color matters to all of us.

Welcome to our world, where there is always a push for the new and the latest. As part of our ongoing commitment to bringing you the tools you need to make your ideas real, Valspar takes you deep into the realm of color.

Color Matters, your portal into the exploration of color, is borne of the newest underlying influences, inspirations, movements and prevailing directions that are expressed in fashion, food, interior products and lifestyle, among others.

The importance of color forecasting is to bring you the confidence that the palette you choose today will remain just as relevant twenty years from now.

Valspar will bring your ideas to life. Our eyes are trained on everything from fashion to food to interiors to products to architecture. Customization is the norm. No one is better equipped to give you exactly what you’re looking for.

Color. Confidence. Collaboration.

Visit valsparcoilextrusion.com/colormatters for more information.

COLOR COLLECTIONS

GET REAL

Homegrown, Recycled, Authenticity



BOLD MODERNITY

Fearless, Embracing, Historical



COLLECTIVE EFFORT

Patriotism, Fresh Produce, Community



AGUA

Life Sustaining, Droughts, Current



ESSENCE OF EUROPE

Collective Consciousness, Cultural, Influenced



INTO THE BLACK

Charred, Liquid, Natural



METALS

Finishes, Polished, Textured

