

A LA CARTE, COUPON & CUSTOMIZED PAGES

A LA CARTE CHOICES, QUANTITY AND DISTRIBUTION CONFIRMATION DUE: **DECEMBER 5, 2024**

CUSTOMIZATION ARTWORK AND MAILING LIST SUBMISSION DUE: **DECEMBER 5, 2024**



THE SOONER WE RECEIVE YOUR CUSTOM PAGES, THE LONGER YOU WILL HAVE TO REVIEW YOUR PROOFS AND MAKE MODIFICATIONS.

Choose four a la carte pages from the menu on page two and we will customize each for your store(s). Full-sized copies of each article are included for easy review.

INCLUDED CONTENT:

CUSTOMIZED WORKSHEET

4 A LA CARTE CHOICES

2-PAGE COUPON

4 CUSTOM PAGES



CURIOUS ABOUT COLOR CONSULTS?

So much goes into creating a beautiful space, but the right paint color can often pack the biggest punch. It's arguably one of the most impactful decisions made in the design process (and also the most laborious), and we can help make sure your paint project goes off without a hitch. As a paint retailer, we are obsessed with color. We live and breathe it, and we take any opportunity we can to put that passion and knowledge to use, particularly when it helps bring a customer's vision into reality. We love educating our customers about the nuances of tone, chroma, and everything in between so that you can ensure your chosen shade is around for a long time.

LOGO

TALK TO THE EXPERTS AT [INSERT RETAILER NAME] TO BOOK YOUR COLOR CONSULTATION TODAY!

Please provide us with an EPS or PNG file of your logo and we will add it to the a la carte pages.

The At Home editorial team will insert your store's name into the call to action so that the message is coming from your voice and expertise.

A LA CARTE OPTIONS – PAGE 1

A La Carte choices,
quantity and distribution
confirmation due:
Dec. 5, 2024

PLEASE SELECT 4

- 1. EMBRACE THE BOLD BENJAMIN MOORE
- 2. EMBRACE THE BOLD PPG
- 3. BOOST YOU CURB APPEAL
- 4. GET THE LIGHT RIGHT
- 5. BY THE LIGHT OF THE SUN BENJAMIN MOORE
- 6. BY THE LIGHT OF THE SUN PPG
- 7. COLOR PLAY
- 8. INTERIOR PAINT GUIDE BENJAMIN MOORE
- 9. WISH YOUR BUSINESS WAS SPOTLIGHTED HERE?
- 10. TEXT US
- 11. WOODLUXE BENJAMIN MOORE
- 12. IN-HOME COLOR CONSULTATION
- 13. THE CASE FOR QUALITY
- 14. INVEST IN THE BEST
- 15. PLAN LIKE A PRO
- 16. PEEL & STICK WALLPAPER GUIDE
- 17. SWATCH SELECTION 101
- 18. KNOW YOUR (PAINT'S) WORTH
- 19. A CASE FOR COLOR(ED INTERIOR DOORS) BM
- 20. A CASE FOR COLOR(ED INTERIOR DOORS) PPG
- 21. PAINTING YOUR PASSAGEWAY
- 22. CATCHING UP ON THE CLASSICS BENJAMIN MOORE
- 23. CATCHING UP ON THE CLASSICS PPG
- 24. MUDROOM MAKEOVER BENJMAIN MOORE
- 25. MUDROOM MAKEOVER PPG
- 26. PAINT IT, DON'T REPLACE IT! BENJAMIN MOORE
- 27. PAINT IT, DON'T REPLACE IT! PPG
- 28. AURA BENJAMIN MOORE
- 29. ARBORCOAT BENJAMIN MOORE
- 30. FRONT DOOR REFRESH
- 31. FROM RUSTED TO RUSTIC
- 32. BRICK STAINING FOR BEGINNERS
- 33. TRUE BLUES PPG
- 34. TRUE BLUES BENJAMIN MOORE
- 35. TREND ALERT: CONTEMPORARY TOILE
- 36. HALLWAY OVERHAUL
- 37. UNMATCHABLE BENJAMIN MOORE
- 38. REGAL SELECT BENJAMIN MOORE
- 39. NEW PLACE, NO PROBLEM! PPG
- 40. NEW PLACE, NO PROBLEM! BENJAMIN MOORE
- 41. FALL FIREPIT
- 42. ENLIGHTENED
- 43. DISTRESSED DIY
- 44. WELL-STYLED
- 45. BEST COLORS PPG
- 46. BEST COLORS BENJAMIN MOORE
- 47. HORIZON LINE HOW-TO
- 48. ALL SET FOR SPRING
- 49. GOING GREEN
- 50. GO GEO
- 51. COMPACT COLOR PPG
- 52. COMPACT COLOR BENJAMIN MOORE
- 53. COLORS OF THE WORLD PPG
- 54. COLORS OF THE WORLD BENJAMIN MOORE
- 55. COLOR CHANGES THE MOOD AD
- 56. SHOP LOCAL AD
- 57. CLICK AND COLLECT AD
- 58. CURBSIDE PICKUP AD
- 59. DIY TO INCREASE THE VALUE OF YOUR HOME

STORE NAME

A LA CARTE OPTIONS – PAGE 2

- 60. WONDERS OF WALLPAPER
- 61. WELCOME TO WAINSCOTING
- 62. RESTORATION : HARDWARE
- 63. PAINTING OVER BRICK THE RIGHT WAY
- 64. PPG PAINT COLOR VISUALIZER
- 65. BENJAMIN MOORE COLOR PORTFOLIO APP
- 66. MATCHES MADE IN HEAVEN PPG
- 67. MATCHES MADE IN HEAVEN BENJAMIN MOORE
- 68. ADVANCE CABINET REFRESHING GUIDE
- 69. WINNING WITH WHITES PPG
- 70. WINNING WITH WHITES BENJAMIN MOORE
- 71. PAINT BRUSH MAINTENANCE 101
- 72. VAMP UP THE VIEW
- 73. CURIOUS ABOUT COLOR CONSULTS
- 74. COLOR OF THE YEAR PPG
- 75. COLOR OF THE YEAR BENJAMIN MOORE
- 76. DESIGN DILEMMA
- 77. BIG PICTURE PALETTE
- 78. TIPS FOR AN EPIC #SHELFIE
- 79. IKEA UPGRADE
- 80. HOUSEPLANT HARMONY
- 81. GENDER NEUTRAL NURSERY
- 82. CHALK PAINT
- 83. POPCORN CEILING PROHIBITION
- 84. NEUTRAL KNOWLEDGE PPG
- 85. NEUTRAL KNOWLEDGE BENJAMIN MOORE
- 86. 5 STEPS TO PREPARE
- 87. FIRST TIME HOMEOWNER TOOLBOX
- 88. TIPS & TRICKS; HINTS & HACKS: PAINTING
- 89. FOUR REASONS
- 90. GETTING INTIMATE WITH INTERIORS
- 91. HUE'S ON FIRST BENJAMIN MOORE
- 92. HUE'S ON FIRST PPG
- 93. DESIGN DICTIONARY
- 94. TIPS FOR TACKLING TRIM
- 95. SHEEN CHEAT SHEET
- 96. THE RIGHT WAY TO ROLL
- 97. PRIME TIME
- 98. TAKE A CRACK AT IT
- 99. ON THE EDGE
- 100. CLEAN SLATE
- 101. UP TO PAR
- 102. THE 60-30-10 RULE
- 103. WE'RE DA BOMB
- 104. WE WALK THE CAULK TALK
- 105. WALL PROTECTION INTERVENTION
- 106. MATCH GAME
- 107. THE NITTY GRITTY ON SANDPAPER
- 108. TOUCHING UP IS (NOT) HARD TO DO
- 109. WOOD BLINDS: FRIEND OR FAUX
- 110. HOW MUCH WALLPAPER WILL I NEED?
- 111. GETTING RID OF THE ELEPHANT
- 112. BLACKOUT BEDROOM
- 113. MADE IN THE SHADE
- 114. HANG WALLPAPER LIKE A PRO
- 115. CHANGE OF BLINDS
- 116. PAPERED TO PERFECTION
- 117. CURTAIN CALL
- 118. PUT YOUR COLOR TO THE TEST
- 119. HOW MUCH PAINT DO I NEED?
- 120. APRES PAINTING
- 121. THE HUMIDITY FACTOR

STORE NAME

A LA CARTE OPTIONS – PAGE 3

- 122. USING A PAINT ROLLER
- 123. A FRESH COAT OF CURB APPEAL
- 124. BEFORE THE FIRST BRUSH STROKE
- 125. ROLL THE TAPE
- 126. SURFACE VALUE
- 127. NICELY FINISHED
- 128. WHAT YOU MUST KNOW

In addition to your four a la carte choices you have four pages for customized content and a 2-page coupon. Some options for the customized pages could be a written article about your business' history, co-op advertising for products you carry in-store, staff profiles and store promotions. At home's editorial and design team is on hand to help with the content creation and design should you need those services. Please write a short summary for each of the four custom pages and the 2-page coupon. An idea for the 2-page coupon could be \$10 off a gallon on one side and an a la carte choice on the back.

custom 1

custom 2

custom 3

custom 4

coupon front

coupon back

CUSTOM ARTWORK SUBMISSION DEADLINE: DECEMBER 5, 2024



Embrace The Bold: MAKE A STATEMENT WITH A STANDOUT EXTERIOR

Historically, people gravitate toward neutral hues when it comes to exterior paint shades. Navys, whites, and browns pervade, while an entire color wheel of extraordinary and vivid hues is forgotten. Consider this a case for forgoing the traditional and leaning into personality. Here's a list of our favorite eye-catching shades destined to infuse your home's exterior with character.

YELLOW
BISQUE
220

YELLOW BISQUE 220: Sunny, cheerful, and bright, this shade feels idyllic and bold all at once, striking the perfect balance between contemporary and classic. Its light reflective index sits at a 65.89, placing it in the mid-tone range with a warm and welcoming sensibility.

BOLD BLUE
2064-10

BOLD BLUE 2064-10: With hints of indigo and a vivid finish, this shade will look slightly muted in direct sunlight while still retaining its richness in ambient lighting. This hue pairs well with a crisp white as an accent shade, but it also works as an all-encompassing exterior shade.

SALAMANDER
2050-10

SALAMANDER 2050-10: Dark without sacrificing character, Salamander features an uncommon mix of black, blue, and green that transforms depending on its light source. With a moody feel that still feels mature, it's a great alternative to the blacks and browns homeowners often choose when they desire a darker color way.

SWEET
ROSY BROWN
1302

SWEET ROSY BROWN 1302: Earthy and soft all at once, this muted burgundy is unexpected but warmly inviting: favorable characteristics in an exterior shade. With a LRV of 10.83, it will retain its darker feel so as not to become washed out in direct sunlight.

TALK TO OUR COLOR EXPERTS AT **[INSERT RETAILER HERE]** TO DISCUSS YOUR OPTIONS
FOR YOUR EXTERIOR PAINT UPGRADE.



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BELGIAN WAFFLE
PPG12008-3

BELGIAN WAFFLE PPG12008-3: Sunny, cheerful, and bright, this shade feels idyllic and bold all at once, striking the perfect balance between contemporary and classic. Its light reflective index sits at a 73, placing it in the mid-tone range with a warm and welcoming sensibility.



BOLD BLUE
2064-10

BLUE JEWEL PPG1167-7: With hints of indigo and a vivid finish, this shade will look slightly muted in direct sunlight while still retaining its richness in ambient lighting. This hue pairs well with a crisp white as an accent shade, but it also works as an all-encompassing exterior shade.



NIGHT WATCH
PPG1145-7

NIGHT WATCH PPG1145-7: Dark without sacrificing character, Salamander features an uncommon mix of black, blue, and green that transforms depending on its light source. With a moody feel that still feels mature, it's a great alternative to the blacks and browns homeowners often choose when they desire a darker color way.



FIRE WEED
PPG1056-6

FIRE WEED PPG1056-6: Earthy and soft all at once, this muted burgundy is unexpected but warmly inviting; favorable characteristics in an exterior shade. With a LRV of 15, it will retain its darker feel so as not to become washed out in direct sunlight.

TALK TO OUR COLOR EXPERTS AT **[INSERT RETAILER HERE]** TO DISCUSS YOUR OPTIONS
FOR YOUR EXTERIOR PAINT UPGRADE.

BOOST YOUR CURB APPEAL

PAINT YOUR WAY TO A BETTER LISTING PRICE



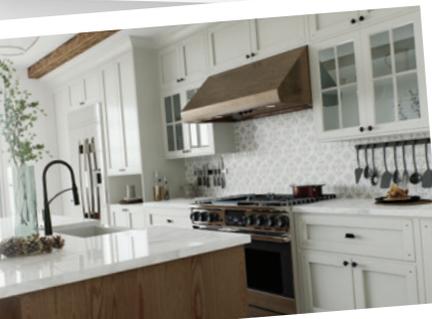
Before you put your home on the market, consider these projects to increase your valuation and increase your returns.

REPAINT YOUR EXTERIOR: Although this task can cost upwards of \$5000, it is well worth the investment: Experts estimate that a fresh coat of paint on your home can increase its value by up to 5%. Opt for popular, neutral shades so as to attract as many buyers as possible.



SPRUCE UP YOUR OUTDOOR SPACE: A well-appointed backyard will increase your home's square footage in your ideal buyer's eyes. Consider a deck, patio, or outdoor entertainment area equipped with some intentional lighting, comfortable seating, and a few accessories to layer in the charm. Done well, this project can increase your home's value by up to 10%.

INVEST IN ENERGY EFFICIENCY: A few strategic upgrades can do more than lower your utility bills: they can make your home a more attractive option. Energy efficient windows, upgraded insulation, and a switch to LED lighting will bring a competitive advantage in a tough market.



TRANSFORM YOUR KITCHEN: Although a large undertaking, kitchen renovations have an estimated ROI of 70-80%. If you're not planning on selling for a while and will have more time to enjoy this upgrade, it's a great investment. But if you're ready to sell sooner than later, try a faster fix like repainting cabinetry, purchasing new hardware, and creating a new backsplash.



REFRESH EXTERIOR DOORS: Purchasing new exterior doors can be the finishing touch your home is craving to create a polished overall feel, but sometimes, a fresh coat of paint can be just as impactful. Try a pop of color to make an unexpected but memorable statement. Our experts at [\[INSERT RETAILER HERE\]](#) would be happy to walk you through the process or connect you with a trusted painter.

ADD A LITTLE LANDSCAPING: Beauty is often in the details; revisiting your landscaping can increase resale value by 20% or more. It's a good idea to go for low-maintenance shrubbery to avoid any perceived burden upon potential homebuyers.

IF YOU'RE PLANNING TO SELL YOUR HOME, OR SIMPLY WANT TO WORK TOWARDS PROJECTS THAT MAXIMIZE YOUR HOME'S VALUE, TALK TO OUR EXPERTS AT [\[INSERT RETAILER HERE\]](#) TO LEARN HOW WE CAN HELP.

AT HOME
ALC #3

GET THE LIGHT RIGHT



Learn how to coordinate your paint selections and light bulb types to achieve your ideal ambiance.

From LEDs to Edison bulbs, modern technology and trends have expanded the category of lighting to unlock an ever-growing slate of options for your home. Understand your choices and learn which hues are most complimentary to each to help show your home's true colors.

COMMON BULB TYPES

INCANDESCENT: Traditional bulb type that emits soft, warm light with yellow or amber undertones. This type of light will enhance warmer colors like yellows, oranges, and reds to make them appear brighter, while it will do the opposite to cooler tones, muting blues and greens.

CFL: The fluorescent spiral bulbs which cast a bright, cool white light and has the tendency to dull warmer surroundings, creating an almost sterile feeling, while it will brighten blues and greens.

HALOGEN: A more efficient form of incandescent lighting that produces a white light similar to daylight. These bulbs won't change the appearance of your shade as much as other types of light, and they work well with both warm and cool colors.

LED: A new industry-standard with better longevity and more options for customization. Some LED lighting solutions may come equipped with apps or advanced controls to allow you to change the temperature of your lighting to best compliment the time of day, paint color, and mood.

QUALITIES TO CONSIDER

The following properties, alongside the cast of your home's natural light exposure, will have the greatest impact on how your paint color is perceived.

KELVIN (K): This refers to the temperature of your lighting. Generally, the lower this number, the warmer the light.

LUMENS: This term references a light's brightness.

PRO TIPS

Plan your lighting layout strategically to counterbalance any casts left from changing natural light sources.

Sheen, which refers to the reflective property of your paint, will also have an impact on your color. Opt for a flat finish on walls to maintain a truer shade.

TALK TO THE EXPERTS AT [INSERT RETAILER HERE] TO DISCOVER HOW TO BEST PAIR YOUR PAINT COLORS TO YOUR LIGHTING.

AT HOME
ALC #4

BY THE LIGHT OF THE SUN:

Paint Color Recommendations Based on Exposure

The direction a room faces can have a tremendous impact on the way a paint color is perceived. As sunshine streams in through the window from different points in the sky throughout the day, it creates natural shadows, highlights, and even tonal shifts, affecting the colors intensity and cast. Some hues are particularly well-suited for certain exposures, helping to enhance the natural properties of the space or minimize undesirable qualities. Follow this convenient guide to find the best paint colors for your room, no matter how it's positioned in relation to the sun.

NORTHERN: These spaces will have the majority of their natural light source coming in from a north-facing window, with consistent, albeit muted, light throughout the day. Experts recommend counterbalancing the cool northern exposure cast with fresh, clean shades that carry a hint of yellow, greys that possess a warmer undertone, or shades equipped with rich, grounded, or golden ambience.

Cotton Balls OC-122	Tapestry Beige OC-32	Elephant Tusk OC-8
White Chocolate OC-127	Ashen Tan 996	Wheeling Neutral HC-92
Timid White OC-39	Kingsport Gray HC-86	Lenox Tan HC-44

EASTERN: These rooms will have an east-facing window and get the abundance of their sun exposure in the mornings, while the afternoon light will have a cooler cast. The best approach is to tone down these dramatic shifts with walls that will remain lively throughout the light changes. Warm, clean whites will provide ongoing warmth and warmer neutrals will lighten the shadows cast in afternoons. A north-facing room also provides a great opportunity to play with ambience: gravitate towards mid-tones for a balanced result.

Simply White OC-117	White Sand OC-10	Gossamer Blue 2123-40
Mayonnaise OC-85	Shaker Beige HC-45	Venetian Portico AF-185
Marble White OC-34	Greenbrier Beige HC-79	Rosemary Sprig 2144-30

SOUTHERN: A southern-facing room will receive consistent and strong natural light throughout the day, with a tendency for its cast to be on the warmer side. The best paint colors for these spaces will be low in overall brightness. A white with a hint of grey or blue will counterbalance the amber cast, while a grey-beige mix that errs on the cooler side is a great choice for a neutral. Greens, blues, and violets are complimentary to the sun-soaked quality of southern-facing spaces—opt for a darker shade to prevent the colors from being washed out.

White Diamon OC-61	Wind's Breath OC-24	Avon Green HC-126
Decorator's White OC-149	Northern Cliffs 1536	Yarmouth Blue HC-150
Cloud Cover OC-25	River Reflections 1552	Violetta AF-615

WESTERN: The characteristics of a west-facing room shift throughout the day, with indirect, muted light in the mornings and stronger direct light after noon. Throughout the positional changes, the light will remain warmer. A cooler tone will help even out these changes for a more consistent wall color if you do opt for a lighter shade, but keep in mind that natural light variations will have a greater impact on softer, subtle shade.

White Heron OC-57	Moonshine OC-56	Silvery Blue 1647
White Wisp OC-54	Silver Chain 1472	Catalina Blue 703
Winter White OC-21	Puritan Gray HC-164	Kasbah AF-640

BY THE LIGHT OF THE SUN:

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Crumb Cookie PPG18-01	Scotch Mist PPG14-07	Bone White PPG1085-2
Combed Cotton PPG1205-1	Legendary PPG1019-3	Dusty Trail PPG1097-4
Spun Cotton PPG1203-1	Bear Cub PPG1000-5	Beige Tellin PPG15-31

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Cotton Tail PPG0998-1	Wheat Sheaf PPG14-21	Misty Surf PPG1034-3
White Chip PPG15-06	Dusty Trail PPG1097-4	Taupe Tapestry PPG1072-4
Milk Paint PPG1098-1	Rock Cliffs PPG1101-4	Envy PPG1123-5

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Pacific Pearl PPG1011-1	Silent Smoke PPG1025-2	Lottery Winnings PPG1129-6
Glacial Ice PPG1014-1	Ghost Writer PPG1007-3	Misty Surf PPG1034-4
Dogwood Blossom PPG14-24	Simmering Smoke PPG1019-4	Luxurious PPG18-04

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Delicate White PPG1001-1	Afraid of the Dark PPG0994-1	Keepsakes PPG1040-2
Tundra Frost PPG1009-1	Silver Band PPG0995-3	Dusty Aqua PPG10-29
Willow Springs PPG1007-1	Steel Curtain PPG0994-5	Eagle Eye PPG1014-6

COLOR PLAY

Understanding The Theory Behind The Design

Have you ever looked at a room and everything just felt right? All the details work together to create harmony, but you couldn't quite put your finger on it? This is likely the workings of color theory at play. Chances are high that the designer or homeowner had a firm grasp on the science behind the color wheel and how to harness its power for aesthetic benefit. Even with a base level understanding, you can be empowered to choose colors in your spaces with confidence.

At its core, color theory is the art and science of how we perceive color.

VOCABULARY

Hue: Another word for color

Tint: A hue with white added

Shade: A hue mixed with black

Tone: A hue mixed with gray

Value: The amount of lightness or darkness a color has.

Chroma: How saturated (dull or bright) a color is.

Temperature: This indicates whether a hue is warm or cool.

HARMONIOUS COLOR SCHEMES

Although good intuition can go a long way, the sure-fire way to ensure your color palette is cohesive is to utilize the tried-and-true color schemes indicated by the science of the color wheel!



MONOCHROMATIC
Using any combination of tint, tone, or shade in just one color.



ANALOGOUS
Using colors adjacent to one another on the Color Wheel (at least 2 and no more than 5 consecutive colors.)



COMPLEMENTARY
Using any two colors directly opposite to one another on the wheel.



SPLIT COMPLEMENTARY
Using any color alongside the two colors on each side of its complement.



TRIADIC
Using three, equally spaced hues on the color wheel.

IF YOU'D LIKE TO LEARN MORE ABOUT THE COLOR WHEEL OR HOW YOU CAN INFUSE YOUR HOME WITH HARMONIOUS COLOR COMBINATIONS, TALK TO OUR EXPERTS AT

[INSERT RETAILER HERE].

AT HOME
ALC #7

INTERIOR PAINT GUIDE

Recommened Benjamin Moore Paints For Your Whole Home

BATHROOM

A luxurious matte finish designed for high-humidity environments.

AURA Bath & Spa matte (532) | Zero VOC

HALLWAYS

Patented scuff and chip resistant technologies that deliver unmatched durability, even in the most challenging high-traffic environments.

Scuff-X Interior matte (F484) or eggshell (F485)
Low VOC, even after tinting

BEDROOM

Exclusive Colour Lock™ technology, delivers the ultimate performance for colour depth and richness that lasts.

AURA Waterborne Interior matte (F522) or eggshell (F524)
Low VOC, even after tinting

CEILING

Ceiling paint is an ultra flat finish designed to hide common ceiling imperfections.

Waterborne Ceiling Paint (508)
Low VOC, even after tinting

WINDOWS & TRIM

A premium quality, waterborne alkyd paint that offers a full line of durable high-end finishes ideal for doors, trim and cabinetry.

Advance Interior pearl (K792), semi-gloss (K793) or high-gloss (K794)
Low VOC, even after tinting

LIVING ROOM

Exclusive Colour Lock™ technology, delivers the ultimate performance for colour depth and richness that lasts.

AURA Waterborne Interior matte (F522) or eggshell (F524)
Low VOC, even after tinting

CABINETS & DOORS

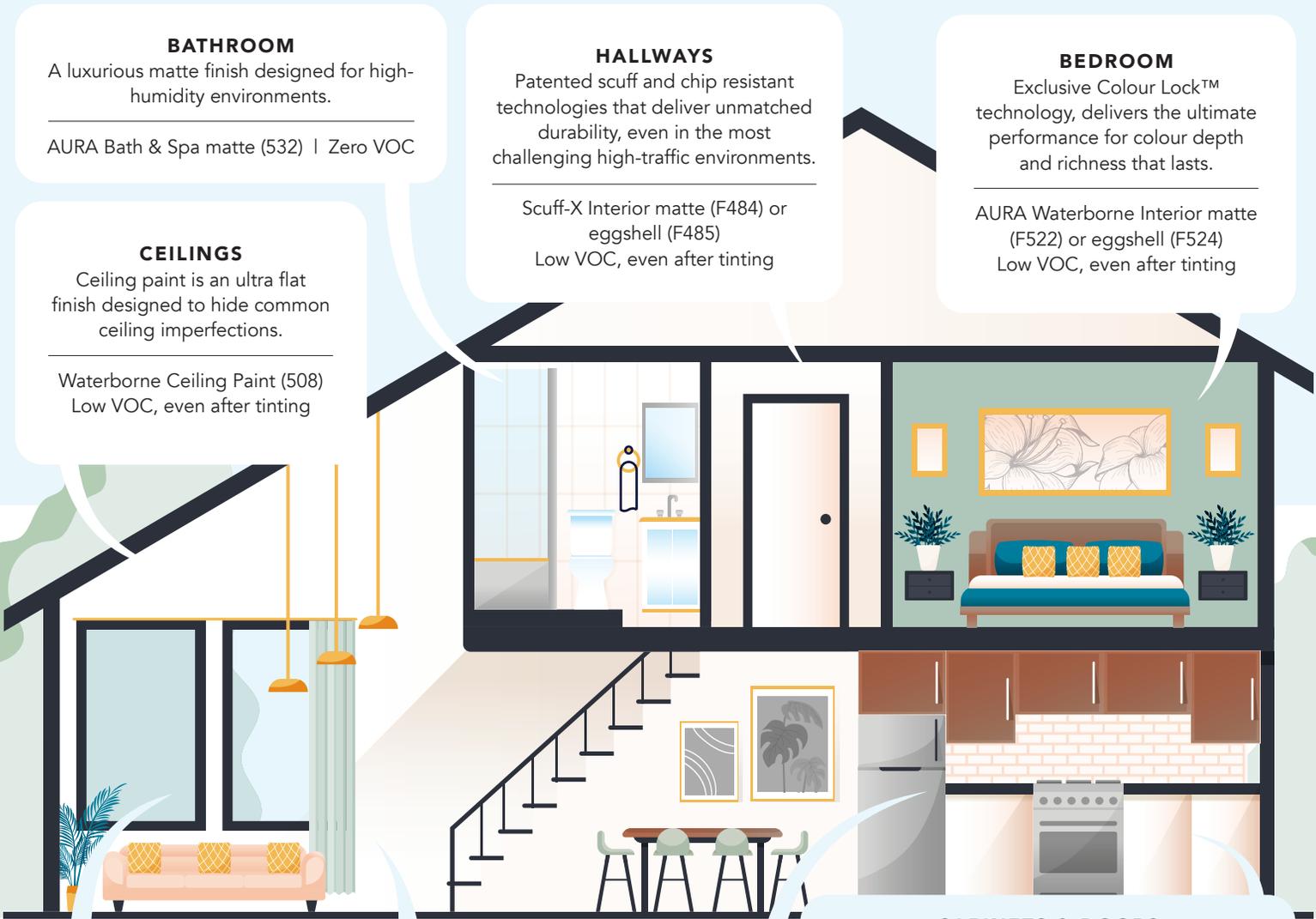
A premium quality, waterborne alkyd paint that offers a full line of durable high-end finishes ideal for doors, trim and cabinetry.

Advance Interior pearl (K792), semi-gloss (K793) or high-gloss (K794) | Low VOC, even after tinting

KITCHEN

A premium quality enamel designed to resist mildew growth in kitchens and bathrooms.

Kitchen & Bath (322) | Low VOC, even after tinting



Wish YOUR BUSINESS WAS *Spotlighted* HERE? ✨

We offer mutually beneficial possibilities

As champions of word-of-mouth referrals and organic community exposure, **INSERT RETAILER HERE** is always on the lookout for like-minded businesses to join us in collaboratively broadening customer bases and providing those customers with superior products and services!

DIGITAL EXPOSURE

On-site referrals and backlinking on our website's "Local Referrals" page.

SEO-optimized blog post and social media spotlights across all of our platforms.

A highlight in our email newsletter to announce your business' participation.

PHYSICAL PRESENCE

Feature your business flyers inside our store.

Brochure space for materials that allow staff to reference & customers to take home.

Exclusive ad space in our in-store magazine!

Affordable ad rates provide a unique avenue to target audiences,

**READY TO DIVE IN? LET'S TALK DETAILS! GIVE US A CALL OR VISIT US IN-STORE
AT [INSERT RETAILER NAME HERE] TO GET STARTED.**

AT HOME
ALC #9

TEXT US

Save time
by texting
requests to
our locations.

PRO TIP: Save time and ensure accuracy by taking a picture of a product label, color formula or model number and sending it in a text.

SEND TEXTS TO OUR LOCATION NUMBERS:

LOCATION NAME (000) 123-4567

LOCATION NAME (000) 123-4567

LOCATION NAME (000) 123-4567

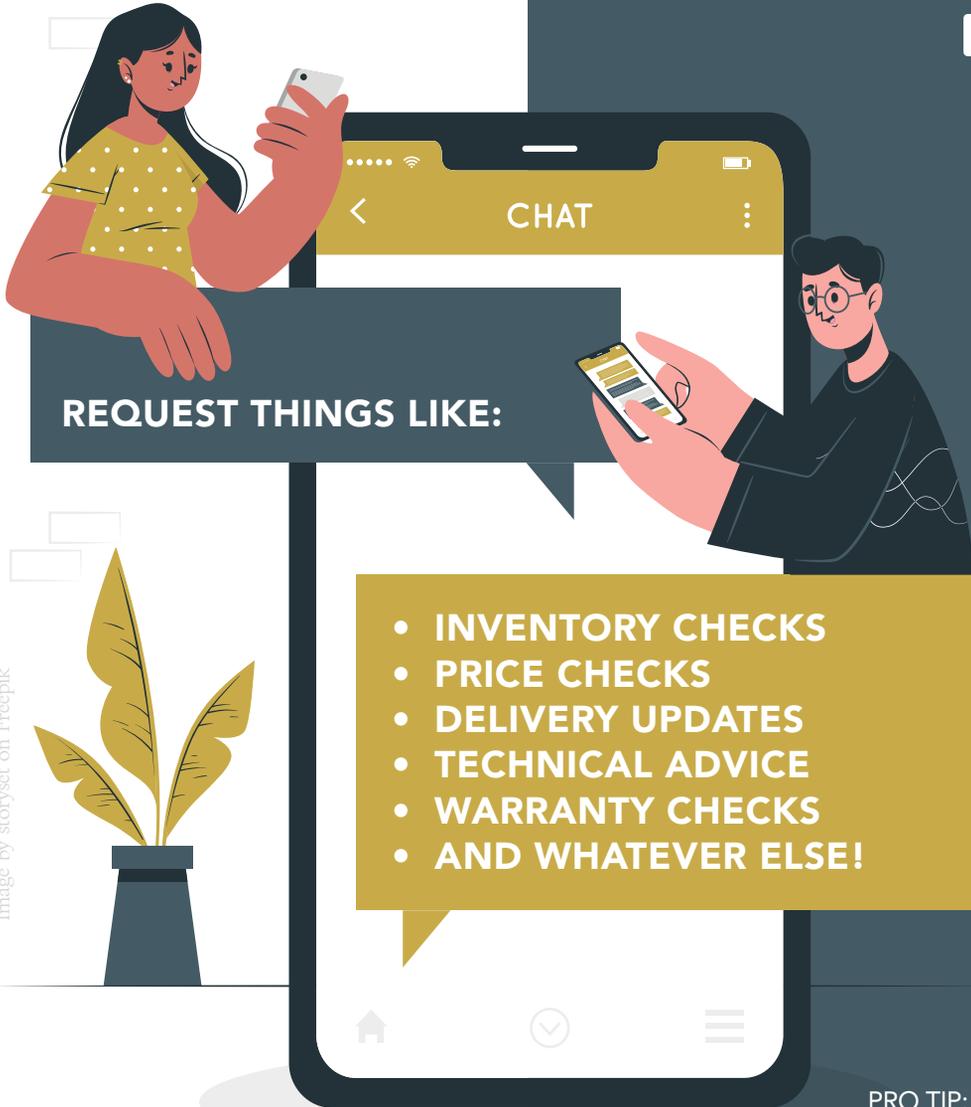
LOCATION NAME (000) 123-4567

INSERT
LOGO
HERE

- INVENTORY CHECKS
- PRICE CHECKS
- DELIVERY UPDATES
- TECHNICAL ADVICE
- WARRANTY CHECKS
- AND WHATEVER ELSE!

REQUEST THINGS LIKE:

Image by storyset on freepik



LOGO HERE



Introducing Woodluxe®



Color: Teak ES-30 Translucent | Wood: Red Cedar

For beauty that goes deeper than the surface.

The ultimate protection for outdoor beauty. Our innovative formulas minimize film build to reduce cracking and peeling for less prep, easier coating, and long-lasting results.

See the Love



INSERT STORE NAME

Store address goes here

Store phone number

WEBSITE.COM

Color accuracy is ensured only when tinted in quality Benjamin Moore® paints and stains. Color representations may differ slightly from actual stain.
©2024 Benjamin Moore & Co., Limited. Benjamin Moore, the triangle "M" symbol, and Woodluxe are registered trademarks of Benjamin Moore & Co., Limited. 2/24



TELL YOUR COLOR STORY WITH [RETAILER NAME]'S

In-Home Consultation

Whether it's a new home or an existing one that needs a breath of fresh air, choosing the right colors for your home is so important. Color is not rocket science, but it is a science. Our color consultants are here to take the guesswork out of choosing the right colors.

TO SCHEDULE AN IN-HOME COLOR CONSULTATION, VISIT OUR WEBSITE,
GIVE US A CALL, OR VISIT US IN-STORE AT [RETAILER NAME HERE].

AT HOME
ALC #12

THE CASE FOR QUALITY

While factors like your ability to prepare your space with precision and your brush stroke technique will certainly influence the success of your project, nothing will have a greater impact than the quality of the paint you use. Though the cost will be more up front in the short term, you'll receive better value, saving you money in the long term.

The Characteristics of Quality Paint

DURABILITY | Quality paint lasts longer and holds up better to the constraints of everyday wear and tear, adding years to the lifespan of your project, reducing the need for maintenance and saving you hundreds, or even thousands, of dollars.

ADHESION | It binds better to your walls.

FILM THICKNESS | A high quality latex paint is thicker than an ordinary latex paint due to its higher percentage of solids.

COLOR RETENTION | You'll enjoy better longevity of your color, with your original hue maintaining itself for years to come. Higher quality translates to better fade resistance.

STAIN RESISTANCE/REMOVAL | With grime and dirt resistance built in to prevent dirt or other particles from seeping in, spills that could create stains are easily wiped away.

MASKING | Quality paint possesses better hiding characteristics, meaning it will more effortlessly mask any color you may be painting over (which means fewer coats for you!).

EASE OF APPLICATION | Due to inherent leveling, high-quality paint goes on more evenly, with brush or roller marks becoming unnoticeable, creating a smoother surface. Because of this, touch-ups are also easier to hide.

SPATTER RESISTANCE | Because of its film thickness, quality paint is less likely to spray annoying spatter marks during the application process, which can be a pain point when it comes to clean-up.

UNIFORMITY | You'll enjoy a more consistent color and sheen throughout the application process—and it will remain that way for far longer than the average paint could offer.

MORE ADDITIVES | Additives are agents added to paint that work quietly behind the scenes to improve your paint's performance, like keeping stubborn mildew at bay.

PRO TIP

While higher-quality paints will always provide greater value regardless of the project, it is especially true for exterior paint jobs, where factors like weather conditions truly put paint to the test.

TALK TO OUR COLOR EXPERTS AT [INSERT RETAILER HERE] TO FIND THE BEST PAINT FOR YOUR PROJECT.

AT HOME
ALC #13

INVEST IN THE BEST

WHAT IS QUALITY WORTH TO YOU?

At [INSERT RETAILER HERE], we always want to see you achieve the best results for your projects while providing maximum value. When it comes to paint, that means investing in high-quality paint to reduce your long-term costs and improve your satisfaction with the product. Allow us to show our work.

A COST BREAKDOWN

With high-quality paint adding years to the life of your paint job, this additional time can save you hundreds (or even thousands) depending on the size of your project. The best way to understand the impact a high-quality paint can have is to compare the life cycle cost using a hypothetical case. Consider a 3,500-square-foot house requiring 20 gallons of exterior paint.

	AVERAGE PAINT	HIGH-QUALITY PAINT
COST PER GALLON	\$55	\$83
TOTAL COST	\$1100	\$1660
AVERAGE LIFESPAN	4 YEARS	10 YEARS
COST PER YEAR OF SERVICE	\$275	\$166

FYI: If you outsource painting, as many do by hiring a contractor, you'll benefit from even further savings, reducing the need for their services drastically.



TALK TO THE EXPERTS AT [INSERT RETAILER HERE] TO GET YOUR NEXT PAINT PROJECT STARTED.

AT HOME
ALC #14

Image by Macrovector on Freepik

PLAN LIKE *A Pro*

Get your project off on the right foot. A little bit of preparation can go a long way, saving you time and effort with your forethought.

Painting, no matter how small or large the project at hand, can be one of the most transformative, gratifying and cost-effective ways to elevate your space. But the process is much smoother and the results much better when you take the time to plan your approach.

Look critically at the area or areas you plan to paint. Carry a pen and paper if you need to jot down notes about the following:

SURFACES: Write down all the different materials your paint will need to cover. An exterior project can encompass any combination of brick, stucco, vinyl or wood.

CONDITION: Note any imperfections that need to be addressed. Is mildew present? Rust? Is the existing paint peeling at all? Is the caulk intact or are you able to spot gaps?

REPAIRS: If you're working on an interior project, you may have to cover chips or nail holes with drywall prior to painting, or work on scrubbing out existing stains.

This methodical approach to prepping your project will ensure you'll only need to make one trip to **[INSERT RETAILER HERE]**, saving you time and effort and ensuring you get the job done right the first time.

**TALK TO THE EXPERTS AT [INSERT
RETAILER HERE] FOR EVERYTHING YOU
NEED TO PREP LIKE A PRO.**





PEEL & STICK WALLPAPER: A COMPLETE GUIDE

Entirely removable and incredibly impactful, peel and stick wallpaper is considered by the pros as a no-brainer for people looking to elevate their space without the commitment (and labor) involved in traditional wallpaper. Whether you're looking for a renter-friendly hack to personalize your apartment or hoping to test the waters with a bold pattern with the freedom to switch it up, peel and stick might just be the perfect solution.

Here's everything you need to know before you bring it into your home:

BENEFITS

EASE OF APPLICATION: Traditional wallpapers typically require a fair amount of effort in adhering them to the surface. A typical application will involve wetting the pasted backing and carefully lining up any patterns to ensure accurate placement, while the removal process can be even more labor intensive. Peel and stick is a great option for renters or homeowners looking to save time.

VARIETY: Peel and stick wallpaper affords you the freedom to change up your interior style frequently without the commitment involved in traditional wallpaper. If you value variety and don't mind a little DIY, peel and stick could enable seasonal shifts to keep things fresh.

RENTER-FRIENDLY: Gone are the days when you'd have to choose between personalizing your space and keeping your damage deposit. Peel and stick ensures you can have the best of both worlds.

AFFORDABILITY: Though the options for peel and stick wallpapers tend to vary greatly among brands, they are generally considered more cost-effective, especially since they don't require the hiring of a professional for the installation or a removal, even for beginner DIY-ers.

FUN FACT: Peel and stick is a little known secret amongst home stagers who want to demonstrate a home's potential or show off a particular look until a sale goes through.

PROCESS

- 1. DETERMINE THE AMOUNT:** Use your tape measure to calculate the surface area that needs to be covered. Order a little extra to be safe!
- 2. PREP YOUR SURFACE:** Remove flat plates and outlet covers (turn off the power first if a screwdriver is required!), use a mild cleaner and cloth and allow a day to let the surface fully dry before starting.
- 3. MARK IT OUT:** Using a pencil, identify where each panel of peel and stick will end and the next will begin so you can remove the guesswork during application and ensure everything lines up perfectly. Use a level to draw a straight vertical line from the bottom of the wall to the ceiling (or wherever your desired surface area ends).
- 4. CUT & PASTE YOUR PEEL & STICK:** Begin cutting your strips along the markings, removing about a foot of the backing and adhering the corner to the top corner of the wall. As you remove the remainder of the backing, align it with the markings on the wall, pressing and smoothing as you go.
- 5. REPEAT:** Repeat this process with the rest of your peel and stick, ensuring any patterns or images are lined up.

PRO TIPS

- Leave a bit of an overhang at the ceiling and baseboard. Trim after application is complete.
- Air bubbles can be flattened by poking a small hole and smoothing after the application is complete.
- Though peel and stick is designed to adhere with minimal effort, it will stick best to walls with eggshell, semi-gloss or satin finishes.

TALK TO THE EXPERTS AT [INSERT RETAILER HERE] TO BROWSE OUR PEEL AND STICK WALLPAPER LIBRARY AND GET ALL THE TOOLS AND GUIDANCE YOU NEED.

AT HOME
ALC #16

SWATCH SELECTION 101

THE EXPERT GUIDE THROUGH THE NOISE TO YOUR DREAM COLOR

Do you find yourself so picky when it comes to selecting your paint colors that you put off the project altogether? Or are you simply overwhelmed with all the options you're stuck in paint paralysis? Consider this your guide through the noise. Go from endless swatches to final selection by following the simple steps below:

LET YOURSELF OFF THE HOOK:

If you've been ruminating on this decision for a while, there's a chance you're putting too much pressure on yourself to reinvent the wheel or do something dramatic. It's okay to stick with a neutral palette or work with more forgiving tones that are harder to get wrong (silvery blues, grays, browns and beiges are all pretty easy going).

SKIP THE RACK:

Do yourself a favor and avoid the large racks of paint chips at big box stores. Sure, it's fun to let your mind drift off into a million different possibilities, but it'll do little to further you along. Start with a vision and then narrow it down from there.

TAKE STOCK:

Look at what already exists (and you don't want to change) in the space you're planning to paint. As you continue on your search, refer back to these elements to ensure the paint color will feel like an organic fit.

GET INSPIRED:

Browse visual platforms like Pinterest and Instagram to scout out color stories you like. Look for spaces that have similar permanent fixtures to your own home (look at flooring, natural light, general décor style). This will help you clarify which colors are resonating. Bring these photos with you to your paint store—they may even be able to provide a close color match.

TEST BEFORE THE REST:

Before you fully commit to a shade, bring home a tester and paint a small swatch on the wall. It's always shocking how much time of day and natural light exposure can change the look of a paint color.

PRO TIP

If you're completing a whole-home overhaul, we recommend starting with one of the smallest spaces in your home. The satisfaction of one room complete will give you all the motivation you need to keep tackling that to-do (or rather, "to-paint") list.

TALK TO OUR COLOR EXPERTS AT [INSERT RETAILER HERE] TO GET YOUR PAINT PROJECT IN

AT HOME
ALC #17

KNOW YOUR (PAINT'S) WORTH

Although there are many aspects to consider when it comes to purchasing paint, value is one that should never be overlooked. While the cheapest option is almost always the most attractive, value is about much more than just initial price; it's about worth. Although sticker shock can be a real (and sometimes warranted) part of the paint shopping process, the lowest price point won't always save you money. In fact, a higher initial spend could save you hundreds in extra (and unnecessary) coats or unforeseen costs. Here's what to consider as you calculate what value means to you:

PIGMENT: The more pigment, the more vibrant and enduring the color will be. This could mean a low-quality paint could need twice as many coats to achieve the same color as a paint of higher quality.

BINDERS: These help hold the paint together and assist it with sticking to surfaces and resisting cracking. This element will determine how long your paint will last and how well it will stand up to general wear and tear (sun-exposure, time, etc.). With the right binders, a good quality paint will last for up to a decade.

LIQUIDS: The better quality paint you're working with, the higher the ratio of solids it will contain in comparison to liquids. Experts in the field agree, the more liquid, the more evaporation will occur during drying. That means more coats and more cost!

ADDITIVES: This refers to various ingredients that give the paint a different edge or special property, such as mildew resistance or extra durability. If you're dealing with a problem like excess moisture or you're painting a high-traffic zone, these additives could be a huge benefit to you.

PRO TIPS:

If you're hesitant of the value inherent in a bigger initial spend, we suggest bringing home paint samples—they are usually free or inexpensive. Paint a small swatch in your desired room and watch how it compares with the purported “budget friendly” option.

Even the best paint can't compensate for a poor prep job.

Paint Quality Institute is a great resource for consumers interested in getting the best paint for their penny. They have in depth comparisons on different paint brands, and testing for a variety of qualities such as hiding flaws, leveling and adhesion.



TALK TO THE EXPERTS AT [INSERT RETAILER HERE] TO LEARN MORE ABOUT
WHAT PAINT IS BEST FOR YOUR PROJECT.

AT HOME
ALC #18

A CASE FOR COLOR(ED INTERIOR DOORS)

An interior door is the perfect opportunity to add a pop of color. Perfectly framed and primed to be a focal point, it's a contained way to experiment and infuse your space with a bold new hue.

Help An Accent Pop: If you want to help a piece of artwork or beloved textile in your space pop, paint an interior door in the same sightline a similar shade.

Downplay with Darks: Alternatively, if you don't want to draw attention to a doorway, you can downplay it using darker hues like a black or navy.

Balance the Void: In most modern shared spaces, you'll see a TV or fireplace that leaves a void. A door painted in a deeper hue will help to balance these larger bulks of black, adding symmetry to your space.

From Stock to Special: A white door won't ever look out of place, but it won't make a statement either. A painted door comes across as intentional and elevated while providing an opportunity to create cohesion in your home's palette.

Elongate your Ceiling Height: The contrast of a colored interior door will draw the eye upward, creating the illusion of higher ceilings.

Hide Imperfections: Interior doors have a tendency to pick up a lot of traffic, and paired with the standard white that usually adorn interior doors, it's easy to see imperfections like fingerprints and knicks. A bold color will make these small quirks and smudges less noticeable.

BEST COLORS FOR INTERIOR DOORS:

BLACK: When in doubt, a deep, dramatic black is a wonderful option. Black works instantly to make a space feel modern and elegant.



GREEN: Invite a sense of nature to ground your space. A soothing, subtle green pairs effortlessly with predominantly white interiors, providing just the right dose of personality without overpowering.



BLUE: Pick a bright and brilliant blue to add character. With the right hue, this can feel fun and sophisticated all at once.



TALK TO THE COLOR EXPERTS AT [INSERT RETAILER HERE] TO GET YOUR
INTERIOR DOOR PAINT PROJECT STARTED.

AT HOME
ALC #19

A CASE FOR COLOR(ED INTERIOR DOORS)

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TALK TO THE COLOR EXPERTS AT [INSERT RETAILER HERE] TO GET YOUR
INTERIOR DOOR PAINT PROJECT STARTED.

AT HOME
ALC #20

PAINTING YOUR PASSAGEWAY

Elevate your overlooked hallway with a fresh coat of color!

Does your hallway look the same today as the day you moved in? That's because, though an important thoroughfare, it's often overlooked as a space that deserves an update. As the area of your home with the most foot traffic, it's time to stop passing by this passageway. Follow our paint and design advice and have your hallway set the tone for the rest of the home.

SELECT YOUR SHADE

If your hallway is without windows and darker than the other rooms in your house, choose a light color that will brighten up the narrow corridor and make it look less cramped. Many designers opt for white or light neutrals as they work with multiple color schemes and make the space feel more open.

Hallways are also great places to pack a quick punch of color or add drama. As the easiest way to make an impact in a small space, go ahead and showcase your playful personality and find a paint color combination that sparks joy.

Painter's Tip: Consider the wall colors that your hallway connects to and ensure the hue ties the rooms together.

Design Trick: If you lack any kind of natural light in your hallway, switch up the lighting and add statement wall sconces or trendy pendants for an extra dose of illumination.

PICK YOUR PRODUCT

With a wide variety of premium interior paints available, select a coating that will stand up to this high traffic area. Depending on the full scope of your project, go with eggshell or pearl/satin sheen on the walls to provide protection from added abrasion. And stick with a quality flat paint on the ceiling.

Painter's Tip: Pick up top-quality paint supplies, like a brush, roller tray, and roller, to help you achieve a professional look.

Design Trick: A wall treatment such as board and batten or shiplap not only gives the space some dimension and visual interest, but it also enhances the durability of the walls. Choose a paint that will work with the wood and stand up to the wear and tear of people coming and going.

PREP THE SPACE

You'll most likely have to remove pictures, patch holes, fill cracks, remove outlet covers, and remove or tape off door trim and baseboards with painter's tape before you begin. Giving the walls and baseboards a good cleaning to remove fingerprints, dust, and grime and laying down drop cloths to protect flooring and furniture is also important.

Painter's Tip: Cover new surfaces or freshly repaired areas with a coat of primer.

Design Trick: If you still have trouble spots on your wall after patching – or even if you don't! – plan to introduce character and style with a gallery wall of framed photographs or a statement art piece.

PAINT THE WALLS

Start with the trim and paint a two-inch-wide strip on the wall where it meets the ceiling. Then, using a roller, paint the wall, rolling vertically left to right and top to bottom using even, uniform strokes. Be careful not to oversaturate your roller, dipping it in the deep end of your roller tray until it is covered and then using the ridges in the shallow portion to remove excess paint.

Painter's Tip: Planning on painting the ceiling? Do that first and let it completely dry before moving on to the walls.

Design Trick: Visually enlarge your narrow hallway by creating an illusion with two colors – lighter board and batten on the bottom and a pop of color on the above wall or painting a wall at the end of the hall a darker hue than the opposite walls. Additionally, architectural details, such as moldings, paneling, and rails can be customized with color and work well when contrasted with bright white.

SHOPPING LIST

- Paint brushes
- Paint roller tray
- Paint roller
- Sandpaper
- Drop cloths
- Poles
- Putty knife
- Painter's tape
- Step ladder
- Caulking & caulking gun



YOUR LOCAL, INDEPENDENT PAINT RETAILER HAS ALL THE PAINT AND SUPPLIES YOU NEED. SHOP OUR IN-STORE SELECTION AND GET A FEW MORE TIPS AND TRICKS WHILE YOU'RE HERE!

AT HOME
ALC #21



CATCHING UP ON THE CLASSICS

VERSATILE NEUTRAL PAINT COLORS THAT WILL NEVER GO OUT OF STYLE

The classics. They're in your closet in the form of black pants and that snappy goes-with-everything blazer. They're stacked in your library - treasured, must-read novels, and songs saved in your playlist. And they're also tried and true colors meant for any room in your home.

However, with so many wonderful classic neutrals, shades of white, even hues with undertones of a definable color, it's hard to know which ones to choose. That's why we went straight to the experts for their favorite classic colors perfect for any interior.

WHITE DOVE OC-17

Benjamin Moore White Dove is popular on Pinterest for a reason. A soft, creamy, off-white paint color, this go-to shade is a crowd pleaser for homeowners and interior design professionals alike.

"White is a timeless neutral paint color and I always default to Benjamin Moore White Dove OC-17," says Sommer Tate, owner/lead designer for Folkway Co. "It's not stark but also not yellow. It's got just enough warmth without having any obvious undertones."

HALE NAVY HC-154

Benjamin Moore describes Hale Navy as a use-anywhere shade of navy with a classic maritime feel. Because it has both warm and cool undertones, the deep hue can be paired with almost any color, acting like a neutral. The saturated shade adds color without overpowering other elements in the room. According to Danielle Loven, principal interior designer and CEO/owner and Jenna Olander, interior designer with Vivid Home, "Navy blue is an outstanding neutral and has been a classic and will always be a classic. Blue is a color that emulates calmness and has the ability to pair with any color because of its cool tone."

SIMPLY WHITE OC-117

With the slightest hint of warmth, this clean, crisp white is a versatile favorite for any room. Consider Simply White to brighten up an entire room or open concept living space.

"In the past two or three years, we have seen a massive uptick in white interior paint finishes, then layering in with textures on the furniture, flooring, ceiling details, area rugs, etc." explains Kristin Kostamo-McNeil, owner/principal at Anna Rae Design, who uses Benjamin Moore Simply White as her go-to neutral. "A perfect white paint color on the interior walls is the ultimate canvas for layering textures, bold prints, or amazing artwork."

GRAY OWL 2137-60

With a soft green undertone that also has a blue hue in certain light, Gray Owl is a delicate light gray. One of Benjamin Moore's most popular shades of gray, this neutral adds a comfortable and modern look to any room. "We are loving the resurgence of moody tones, especially the mossy greens paired with brass," Kostamo-McNeil says. "Benjamin Moore Grey Owl has the slightest green undertone but is still a lovely greige that works to add color and warmth to a room. It's earthy and cozy."

SILVER SATIN OC-26

Benjamin Moore Silver Satin is a stunning paint color for any room where you want to add a touch of elegance. With crisp lavender and warm gray undertones, it's easy to see why this sleek shade is on Benjamin Moore's best-selling paint colors list.

The team at Vivid Home loves this feather-light color, "because it's not too cool or too warm." According to Danielle Loven, principal interior designer and CEO/owner and Jenna Olander, interior designer with Vivid Home, Silver Satin is both "fresh and inviting."

BRILLIANT BLUE 2065-30

Far from what you'd consider a neutral, blue just may be the most versatile shade on the color wheel. Designers continue to gravitate towards the hue for its wide range of undertones and ease of pairing with a variety of colors. As a standout among designers, Benjamin Moore's Brilliant Blue can stimulate a space without overpowering it. "This is a definable color but can be used as a neutral in that everything goes with it," explains Denise Davies, founder of D2 Interieurs. Davies included the electric color in a room for two boys who use it for chess lessons, play dates, and sleepovers. "The pop of blue on the ceiling is everything and energizes you the moment you walk into the space."

STOP BY YOUR LOCAL, INDEPENDENT PAINT RETAILER TO FIND OUT WHAT CLASSIC COLOR WOULD LOOK BEST ON YOUR WALLS.

AT HOME
ALC #22

CATCHING UP ON THE CLASSICS

VERSATILE NEUTRAL PAINT COLORS THAT WILL NEVER GO OUT OF STYLE

The classics. They're in your closet in the form of black pants and that snappy goes-with-everything blazer. They're stacked in your library - treasured, must-read novels, and songs saved in your playlist. And they're also tried and true colors meant for any room in your home.

However, with so many wonderful classic neutrals, shades of white, even hues with undertones of a definable color, it's hard to know which ones to choose. PPG suggests the following neutral colors to create depth and structure in any space.

GYPNUM PPG1006-1

This soft, warm white is popular for a reason. A pale, gray, veiled white with red undertone, this neutral is a timeless shade for any space. It's not stark, but also not yellow, creating a creamy white that adds a bright, happy feel.

DELICATE WHITE PPG1001-1

With its non-existent undertone, this clean, crisp, true winter white is a versatile favorite for any room. Consider this neutral for an entire room or open concept living space. While it brightens up a room, it also pairs with almost any color.

TUNDRA FROST PPG1009-1

PPG's Tundra Frost is a stunning paint color for any room where you want to add a touch of elegance. With its pale, warm, stormy gray and ebony undertones, this neutral is a go-to shade for an open concept floor plan.

WHISKERS PPG1025-3

With a soft umber undertone, Whiskers is PPG's truest greige. It's a perfect paint color for a foyer and a popular neutral to add color and warmth to a room. Pair this shade with deeper tones like Coffee Bean PPG1025-7 or lighter neutrals like Commercial White PPG 1025-1.

APPLESAUCE CAKE PPG1095-5

This shade is a detour from most neutral colors, with Applesauce Cake described as a golden yellow with an almond undertone. Use this soft, neutral subdued tan to add a rich tone to any room.

SILVERY MOON PPG1029-1

A naturally understated gray, PPG's Silvery Moon creates a hushed and calming feel on interior walls. The subtle gray feels elevated and stylish alongside pure white trim and ceilings. PPG suggests pairing it with deeper olive for the main exterior color of your home.

GARLIC CLOVE 18-09

Though a bright white, Garlic Clove has just enough warmth to counterbalance the snowy shade. This pale neutral is off-white with a sage undertone, making it an ideal choice for interior walls.

HIGH SALUTE PPG1039-7

PPG describes High Salute as a dark, cool, indigo black with a cobalt undertone. Because it has both warm and cool undertones, the deep hue can be paired with almost any color, acting like a neutral. The saturated shade adds color without overpowering other elements in the room.



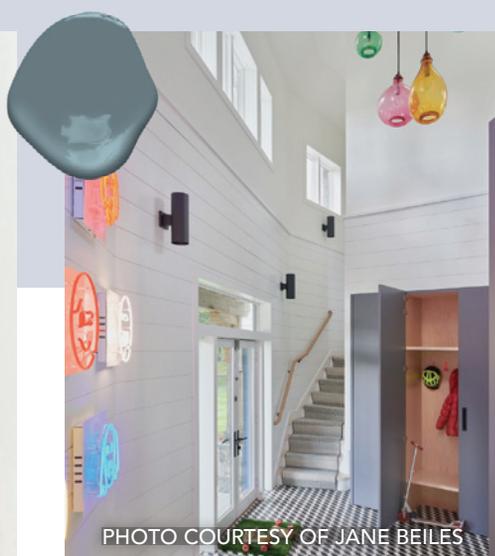
STOP BY YOUR LOCAL, INDEPENDENT PAINT RETAILER TO FIND OUT WHAT CLASSIC COLOR WOULD LOOK BEST ON YOUR WALLS.

AT HOME
ALC #23

MUDROOM MAKEOVER

GIVE YOUR MUDROOM THE MOMENT IT DESERVES

With boots, backpacks, and baseball caps tucked in corners and hanging on every available hook, it's not surprising that the mudroom receives more wear and tear than any other room in the house. It's used to take off shoes, store outdoor gear, and hang keys and coats. So, naturally over time, this multi-purpose room becomes cluttered and neglected. As a vital and active place in your home, and often the first place you enter, the mudroom is an opportunity to set a stylish first impression. Adding a coat of paint or a durable wallpaper can easily convert this area into an inviting space that you'll love coming home to.



KEEP IT LIGHT & BRIGHT

Bright and airy neutrals are more forgiving than their colorful counterparts and help mask the havoc in mudrooms. With Revere Pewter (HC-172) on the cabinetry, this mudroom entryway is both practical and warm and welcoming.

"It's got some warmth without being overwhelming," says Sommer Tate, owner/lead designer for Folkway Co. "We started with a base of Revere Pewter and had the paint store double the formula to make it a touch darker."

For a long-lasting finish that will withstand the wear and tear you need in a mudroom, select a paint product that provides maximum resiliency and longevity.

GO BOLD & HAVE FUN

Use this functional room to have a bit of fun and let your personality shine through. Vibrant colors can energize a space and give it some extra sparkle and shine. Whether it's a cheerful yellow, a soothing green, or a juicy red, go ahead and showcase your style in this small space.

"We love a really bold color in a mudroom, especially on the cabinetry," says Kristin Kostamo-McNeil, owner/principal at Anna Rae Design. "We just did Benjamin Moore Providence Blue 1636 on a full wall of mudroom cabinetry and wall paneling. Mudrooms and powder baths are the perfect space to get creative and go bold!"

According to Denise Davies, founder of D2 Interieurs, the mudroom is a great place to take a chance.

"A bright color with fun elements keeps it happy and bright and puts you in a good mood whether you are coming or going," Davies explains. "It's the perfect place to have fun with color and take design risks. Go for it. This should be an inspiring area for all!"

PICK A PATTERN

Ever wonder why hotels use wallpaper almost exclusively as their finish of choice for walls? Not only can a design establish a desired ambience, but the sturdy stuff protects the walls from regular cleaning and general abuse. Consider adding hard-wearing, water-resistant wallpaper to your mudroom to protect the high-traffic area and add pattern and panache.

"Rather than paint, we love using wallpaper in mudrooms, especially vinyl wallcoverings. It's great for texture, colors, and durability," Danielle Loven, principal interior designer and CEO/owner and Jenna Olander, interior designer with Vivid Home explain.

With options such as durable vinyl to natural grasscloth, you'll have no problem finding a wall covering that is simple to install, easy to remove, washable, and also showcases your design aesthetic.

WHEN IT COMES TO HIGH-QUALITY PAINT PRODUCTS AND WALLPAPER THAT OFFER MAXIMUM RESILIENCY AND LONGEVITY, YOUR LOCAL, INDEPENDENT PAINT RETAILER HAS YOU COVERED! COME IN TO SEE OUR WIDE RANGE OF COLORS AND FINISHES TODAY.

AT HOME
ALC #24

MUDROOM MAKEOVER

GIVE YOUR MUDROOM THE MOMENT IT DESERVES

With boots, backpacks, and baseball caps tucked in corners and hanging on every available hook, it's not surprising that the mudroom receives more wear and tear than any other room in the house. It's used to take off shoes, store outdoor gear, and hang keys and coats. So, naturally over time, this multi-purpose room becomes cluttered and neglected. As a vital and active place in your home, and often the first place you enter, the mudroom is an opportunity to set a stylish first impression. Adding a coat of paint or a durable wallpaper can easily convert this area into an inviting space that you'll love coming home to.



KEEP IT LIGHT & BRIGHT

Bright and airy neutrals are more forgiving than their colorful counterparts and help mask the havoc in mudrooms. Keeping things light on the cabinetry with PPG's Whiskers PPG1025-3 or Delicate White PPG1001-1 will make this practical space feel fresh and welcoming.

"White is a timeless, neutral paint color," says Sommer Tate, owner/lead designer for Folkway Co.

For a long-lasting finish that will withstand the wear and tear you need in a mudroom, select a paint product that provides maximum resiliency and longevity.



GO BOLD & HAVE FUN

Use this functional room to have a bit of fun and let your personality shine through. Vibrant colors can energize a space and give it some extra sparkle and shine. Whether it's a cheerful orange, such as Field Poppy PPG1195-7, a muted red, like Rum Raisin PPG1064-7, or a subdued but saturated green such as Spanish Olive 70YY 37/296, go ahead and showcase your style in this small space.

"We love a really bold color in a mudroom, especially on the cabinetry," says Kristin Kostamo-McNeil, owner/principal at Anna Rae Design. "Mudrooms and powder baths are the perfect space to get creative and go bold!"

Denise Davies, founder of D2 Interieurs, agrees. "A bright color with fun elements keeps it happy and bright and puts you in a good mood whether you are coming or going," Davies explains. "It's the perfect place to have fun with color and take design risks."

PICK A PATTERN

Ever wonder why hotels use wallpaper almost exclusively as their finish of choice for walls? Not only can a design establish a desired ambience, but the sturdy stuff protects the walls from regular cleaning and general abuse. Consider adding hard-wearing, water-resistant wallpaper to your mudroom to protect the high-traffic area and add pattern and panache.

"Rather than paint, we love using wallpaper in mudrooms, especially vinyl wallcoverings. It's great for texture, colors, and durability," Danielle Loven, principal interior designer and CEO/owner and Jenna Olander, interior designer with Vivid Home explain.

With options such as durable vinyl to natural grasscloth, you'll have no problem finding a wall covering that is simple to install, easy to remove, washable, and also showcases your design aesthetic.

WHEN IT COMES TO HIGH-QUALITY PAINT PRODUCTS AND WALLPAPER THAT OFFER MAXIMUM RESILIENCY AND LONGEVITY, YOUR LOCAL, INDEPENDENT PAINT RETAILER HAS YOU COVERED! COME IN TO SEE OUR WIDE RANGE OF COLORS AND FINISHES TODAY.

AT HOME
ALC #25

Paint it, Don't Replace it!

If your vinyl siding is in good condition but lacking curb appeal, consider adding a coat of paint and giving your siding a second lease on life.

Are you itching to reinvigorate your home's vinyl siding with a new color but without the price tag of a complete exterior overhaul? Paint your vinyl siding! With premium exterior paints available and a variety of colors specifically selected for vinyl, a facade facelift is an easy and cost-effective choice.

SAFE SHADES FOR VINYL SIDING

Refresh your outdoor oasis with customer-favorite Benjamin Moore colors for vinyl siding - all tested and proven to perform well under all weather conditions.

Hazy Skies OC-48
Seashell OC-120
Simply White OC-117
White Wisp OC-54
Horizon OC-53
Stonington Gray HC-170
Alexandria Beige HC-77
Hawthorne Yellow HC-4
Manchester Tan HC-81
Mt. Rainier Gray 2129-60
Louisburg Green HC-113
Amherst Gray HC-167

STEP 1: PURCHASE THE PROPER PAINT

Did you know that most paint manufacturers have a product that is perfect for painting over siding? By using premium paint that resists fading, cracking, and peeling, you can ensure the best adhesion and long-lasting results. Read the label and talk to your local independent paint retailer for expert insights into which type of premium exterior paint products are right for your project.

STEP 2: PICK YOUR COLOR

While any of Benjamin Moore's exterior paints will take your siding from drab to dynamic, the paint experts have a carousel of popular colors perfect for performing under all weather conditions. From beautiful Boothbay Gray HC-165, to rich Mountain Moss 2142-30, to classic and contemporary Simply White OC-117, Benjamin Moore has a color to complement your house style. Stuck on shade selection? Consider a color that goes with the shingles, other brick or stone on the exterior, or talk to the design experts at your local paint retailer.

STEP 3: PREPARE THE VINYL

Before applying the paint, give your vinyl siding a thorough cleaning to ensure your paint job looks professional. This includes removing the mold, mildew, and debris with either a purchased or homemade cleaning solution. Because it's an exterior product, vinyl collects everything from spider webs and insect droppings to rust, caulking, and driveway sealant. And since there is no way to fix siding that has been broken or warped, you'll need to replace those pieces before putting on your first coat.

PRO TIP: CHOOSE A PAINT SHADE LIGHTER THAN THE ORIGINAL COAT

Darker colors naturally absorb more heat from the sun, causing the vinyl panels under the paint to reach higher temperatures than they were designed to withstand. Avoid vinyl siding warp by selecting a shade lighter than the original siding.

STEP 4: SET UP YOUR WORK AREA

Often the set up and clean up can turn out to be the most time consuming, but it's important not to skip ahead, as you'll want to protect plants and other surfaces from paint splatters and ensure you're working in a stable and safe environment. Before your first coat of color, check to see if a primer is recommended.

STEP 5: PAINT, AND THEN PAINT AGAIN

Now that your vinyl is clean, your primer is dry, and your ladder is stable and secure, it's time to apply the paint! Using either a roller or a paint sprayer, apply an even coat to the entire surface, waiting for it to dry before adding another coat. While two coats may do the trick, you may find that in certain sunlight, you need an additional coat.

VISIT YOUR LOCAL, INDEPENDENT PAINT RETAILER TO VIEW OUR EXTERIOR COATINGS AND EXTENSIVE COLLECTION OF PAINT COLORS AND TRANSFORM YOUR HOUSE TODAY.

AT HOME
ALC #26

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SAFE SHADES FOR VINYL SIDING

Refresh your outdoor oasis with exterior house colors from PPG Paints that can help add curb appeal to any home.

Admiralty PPG1042-7
Coronation PPG1248-1
Ancient Copper PPG1063-7
Deserted Beach PPG1104-3
Dark Granite PPG1005-7
Garrison Gray PPG1039-5
Antique White PPG1024-2
Teaberry Blossom PPG1189-7
Dover Gray PPG1001-5
Onyx PPG1011-7
Blue Zephyr PPG1042-6
Sweet Spiceberry PPG 1059-7

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STEP 2: PICK YOUR COLOR

While any of PPG's exterior paints will take your siding from drab to dynamic, the paint experts have a carousel of popular colors perfect for performing under all weather conditions. From beautiful Greyhound PPG1008-3, to rich Superstition PPG1035-6, PPG has a color to complement your house style. Stuck on shade selection? Consider a color that goes with the shingles, other brick or stone on the exterior, or talk to the design experts at your local paint retailer.

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AT HOME
ALC #27



The best just got better.

Benjamin Moore reformulated ultra-premium AURA® Exterior for unbeatable performance and unrivaled color durability. AURA uses proprietary technologies that improve color performance, fortify the paint film and resist surfactant leaching. The result: beautiful applications of Benjamin Moore's 3,500-plus color choices—colors that resist fading and stand up to water, wind and UV damage.




Benjamin Moore®
AURA®



Benjamin Moore®

Enhance and Protect with the Beautiful Color of Solid Exterior Stain



ARBORCOAT® Exterior Stain in Solid brings beautiful Benjamin Moore® color to outdoor wood surfaces while letting a hint of the natural wood grain to still show through. The waterborne stain offers maximum protection against the elements while creating a striking aesthetic.

ADVICE FROM THE EXPERTS.

ARBORCOAT solid is available in 3,500-plus Benjamin Moore® colors. But if you're not sure where to begin, consider one of these popular hues, curated by the color experts at Benjamin Moore.



Maritime White
OC-5



Briarwood
HC-175



Cliffside Gray
HC-180



Boston Brick
2092-30



Mahogany
ES-63



Normandy
2129-40



Front Door Refresh:

HOW TO PAINT YOUR METAL DOOR

There are plenty of good reasons to have a metal door: they are weatherproof, resistant to rot, and they ward off insects and potential intruders. But one deterrent is the presumed loss of creative freedom that comes with a wooden door and its perceived paint-ability. We're here to bust that myth and tell you that painting a metal door is not only possible, but also relatively simple and cost-effective. Ready your paint brushes and read along to get started on your front door refresh.

PREP WORK: Before beginning this project, you'll need to decide whether you'd like to remove the door from its hinges (which will allow for flat painting and minimal drippage as well as easy access to hard-to-reach spots) or leave it hung. We know metal doors can be heavy, but removal is the recommended method.

PAINT TYPE: You'll want to use an exterior primer and two or more coats of high-quality exterior paint. Chat with the experts at [insert retailer] to determine the best choice before you purchase. The glossier the paint is, the easier it will be to clean and the longer it will last. A semi-gloss is ideal for your front door. Depending whether your exterior door is already primed, painted, or not, you might need to add a coat of primer before rolling on the paint.

SAFETY TIP: Any paint on a door from before 1978 may contain lead, which can be harmful when sanded. Test prior to continuing this project if you think lead paint might be a possibility.

STEP ONE: If you're removing the door, you should also remove any hinges and the handle as well as the knocker, mail slot, etc.

STEP TWO: Clean your door by dissolving tri-sodium phosphate (TSP) in a bucket of warm water. Ensure you're wearing kitchen gloves and thoroughly scrub both sides of the door, with extra attention paid to the exterior side.

STEP THREE: Sand your door down, removing any previous paint that may have peeled and cracked. Try to avoid scratching the metal. Wipe away sanding dust and debris thoroughly.

STEP FOUR: Use painter's tape to block off any areas that don't need a coat of paint. Ensure you press firmly to seal the edges.

STEP FIVE: Apply your primer in narrow sections, using a brush on molded or textured areas. Then, use a roller on the flat plains of your door to apply one or two coats, letting it dry for 60 minutes between.

STEP SIX: Once the primer is dry, use your selected shade and apply paint to the door, starting with a brush on molded and textured areas. Then, switch to a roller and complete two coats, allowing the door to dry for four hours between.

STEP SEVEN: To complete your front door refresh, investigate replacing your hardware to match the upgraded feel of your new door.

DID YOU KNOW?

Some communities have banned the use of phosphates. If you live in an area where phosphates are unavailable, talk to the experts at [Insert Retailer] to find a substitute.

STOP BY [INSERT RETAILER] TO GET ALL THE SUPPLIES AND EXPERT ADVICE
YOU'LL NEED TO GET THE JOB DONE RIGHT!

AT HOME
ALC #30

FROM RUSTED TO RUSTIC

We're often quick to write off rust as a fatal flaw. We see a flaking, bumpy, and discolored piece of metal and automatically assume it is beyond saving. While certainly unsightly, these pieces can often be restored with proper cleaning, priming, and a little bit of paint. So long as the underlying structure remains intact and relatively stable, your restoration work can begin.

Safety Note: If your item has been painted prior to 1978, any paint may contain lead, a chemical known to be toxic to humans. Use a lead check test kit before undertaking your project.

STEP ONE

Using a wire brush, remove excess and loose rust and flaking paint from the object. A putty knife may also be helpful for larger sections.

STEP TWO

Sand down the rusted metal, removing the smaller pieces of rust and smoothing down the surface. Frequently clean off surface area and the sandpaper to prevent buildup.

STEP THREE

Complete a thorough cleaning of the surface, using the brush attachment of a shop vacuum. You can use degreaser or a denatured alcohol to clean off any oil or grease. It will be difficult to get any rusted metal completely clean and smooth, so just aim for removal of most of the flakes and dust.

STEP FOUR

Apply the top color coat in a paint specifically formulated for rusted metals. This paint will work to prevent the oxidation process, which is the chemical process that creates rust, and act as a sealant to protect metal from oxygen and water.



TALK TO THE EXPERTS AT [INSERT RETAILER] TO HELP YOU TACKLE YOUR METAL MAKEOVER.



BRICK STAINING FOR BEGINNERS

If you're one of the few lucky homeowners to have authentic brick inside or on the façade of your home, it's likely you've been scolded many times about maintaining its original coloring. While a traditional brick colorway is a beautiful thing, there comes a time where brick of a certain vintage needs a refresh. But what if rather than just painting over your wall's natural beauty, you could enhance it with a revival of sorts? Stick around to learn the dos and don'ts of brick staining to ensure you make the most of one of your home's best assets.

WHAT IT IS

A brick stain is a permanent but surface level finish that alters the appearance of brick. Unlike paint, a stain (and its minerals) will seep into the brick and become one with it. Also, unlike paint, it cannot bubble, chip, or pull away from it. The stain will cover the brick in a thin layer, which could be solid and opaque with color, or light and thin to preserve the original color scheme.

PREP WORK

A stain treatment will work best on unsealed, clean, fully porous brick. Please note it won't work when applied to painted brick.



Untreated Brick

Stained Brick

STEP 1: Test a small section in a discrete area to confirm the results.

STEP 2: Test your brick for previous treatments. Flick some clean water at the bricks and determine whether the water is immediately adsorbed or remains at the surface. If water is absorbed, your brick contains no previous sealant, and you can begin the process of staining after a thorough clean. If the water beads up, however, your brick is likely already coated in a sealant, preventing the efficacy of any further treatments.

If a sealant is already present, you can attempt to remove it with a power washer on wide spray (to prevent damage), and gentle scrubbing with a metal brush over problem areas. Once complete, you'll want to re-test your brick to ensure it's ready for the next step.

STEP 3: Clean your brick with a mild detergent mixed with warm water. Start from the top and work your way downward, scrubbing with a nylon bristle brush. Once complete, rinse with clean water (no soap). Ensure you've prepped with plastic sheets to protect your flooring and any surrounding areas before getting started. If you're working with an exterior wall, cover up any plants or garden beds that could be damaged in the process.

STEP 4: After drying thoroughly (at least a full day after cleaning, but perhaps longer), your wall is ready for the staining process. Check that you've changed out previously used drop cloths for dry ones, taped up any edges, changed into work clothing and shoes, and are wearing protective eyewear.

STEP 5: Mix the stain pigment thoroughly as directed on the product instructions. If you have a multi-component product, be sure to mix thoroughly until all pigment is dissolved.

STEP 6: Apply stain by dipping your brush and running it along the surface in a smooth and even manner

STEP 7: Curing time will vary depending on humidity, temperature, and airflow. Particularly sunny conditions might leave your brick dry to the touch almost immediately, but less than favorable conditions might leave you waiting a day or two.

READY TO START STAINING? TALK TO THE EXPERTS AT [INSERT RETAILER] TO GET THE SUPPLIES AND ADVICE YOU NEED.

AT HOME
ALC #32



TRUE BLUES

There's a reason why blue can be found in over 35% of logos worldwide—the largest share belonging to any color. It's classic, tried-and-true, and there are seemingly infinite iterations. Because so much of our natural world is dominated by the shade, our eye is well-accustomed to it. Blue feels familiar and calming, while also carrying an undercurrent of energy that animates spaces with a sense of liveliness. With the right undertones and shading, it can work nicely as a neutral, offering versatility and depth in its sophistication. Or, with a green tint, it becomes enticing and mysterious, drawing you in with its complexity. Because of its range, the sheer number of available options can sometimes be overwhelming. We're breaking down our favorites to help narrow down your choices.



SOOTHING SAPPHIRE PPG 10-09

A classic in every sense of the word, this blue can be played up to feel traditional, or down to feel laid-back and down to earth. It's powerful as an accent wall, creating a stark contrast for furniture to pop. With its grey-black undertones, it also feels slightly romantic, making it an excellent choice for a bedroom.



POLARIS PPG 10-04

Earthy and understated, this moody hue strikes a nice balance between character and versatility.



STORMY PPG 10-14

Reminiscent of the silver sheen of a skating rink after a fresh snowfall, this crisp neutral-leaning blue feels cool and calming. Because of its lightness, it would work nicely as a pseudo neutral—try it in a bathroom to create a spa-like retreat.



SEASTONE PPG 10-11

Heavy grey influences offer this rich blue an old-world European charm. Since traditional greys have fallen out of favor for many designers and home-owners, this is a nice alternative with infinitely more personality.



COOL GREY PPG 10-12

This shade feels both familiar and fresh, evoking a sublime sense of mystic mountain tops and chilled winds. Although decidedly cool toned, it invites a sense of calm and quiet, rendering this blue an excellent choice for bedrooms, living rooms, or any place where coziness sits at the forefront. It invites you to wrap yourself in a blanket, drink a cup of tea, and read an old favorite.

TALK TO THE COLOR EXPERTS AT [INSERT RETAILER HERE] TO FIND THE BEST BLUE FOR YOUR PROJECT.

AT HOME
ALC #33



TRUE BLUES

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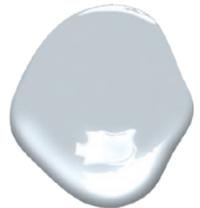
HALE NAVY HC-154

A classic in every sense of the word, this blue can be played up to feel traditional, or down to feel laid-back and down to earth. It's powerful as an accent wall, creating a stark contrast for furniture to pop. With its grey-black undertones, it also feels slightly romantic, making it an excellent choice for a bedroom.



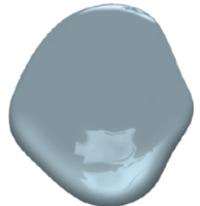
CLOUDY SKY 2122-30

Earthy and understated, this moody hue strikes a nice balance between character and versatility.



ICED SLATE 2130-60

Reminiscent of the silver sheen of a skating rink after a fresh snowfall, this crisp neutral-leaning blue feels cool and calming. Because of its lightness, it would work nicely as a pseudo neutral—try it in a bathroom to create a spa-like retreat.



AMSTERDAM AF-550

Heavy grey influences offer this rich blue an old-world European charm. Since traditional greys have fallen out of favor for many designers and home-owners, this is a nice alternative with infinitely more personality.



MT. RAINIER GRAY 2129-60

This shade feels both familiar and fresh, evoking a sublime sense of mystic mountain tops and chilled winds. Although decidedly cool toned, it invites a sense of calm and quiet, rendering this blue an excellent choice for bedrooms, living rooms, or any place where coziness sits at the forefront. It invites you to wrap yourself in a blanket, drink a cup of tea, and read an old favorite.

TALK TO THE COLOR EXPERTS AT [INSERT RETAILER HERE] TO FIND THE BEST BLUE FOR YOUR PROJECT.

AT HOME
ALC #34



TREND ALERT:

Contemporary Toile

With the resurgence of wallpaper and the recent development of an aesthetic that Gen-Z is calling “Cottage-Core” – a style that features rustic materials and eclectic decor with an emphasis on coziness – it should come as no surprise that a renewed interest in toile (pronounced twal) has also come to light.

Toile is a shortened term from ‘Toile de Jouy’, which is a literal translation of cloth from ‘Jouy-en-Josas’, the French town where the printed fabric was originally manufactured in the 18th century. The fabrics often featured floral motifs, maidens or heroes in the typical provincial landscapes, and usually had a strong sense of place embedded into their imagery, giving original prints a sense of historical significance. You might recognize these monochromatic prints from your grandmother’s china—always rendered in a single shade.

Today, toile has regained some design traction. While many gravitate towards traditional incarnations of this famed art-form, modern manufacturers are putting a contemporary

spin on the classic look. Just as original designs told stories of their lived realities, we’re seeing modern prints pop up that feature depictions of city life, expanding the colorways and narratives woven into them. Some of the sketch-style drawings are offering artists a way to construct powerful social commentaries, challenging the austerity of the form with unexpected inclusions like UFOs and Banksy-style subversions.

Whether you’re interested in toile for its historical charm or creative flare, it provides homeowners and designers an exciting new way to infuse a space with a classic edge that feels anything but boring.

TALK TO OUR DESIGN EXPERT AT [INSERT RETAILER] TO DISCOVER
HOW TO BRING TOILE INTO YOUR HOME.



HALLWAY OVERHAUL

It's easy to overlook the transitional areas of our homes. Often, our attention is better directed towards the spaces where we spend the majority of our time: our bedrooms, living spaces, and kitchens. But a well-appointed hallway does a lot for cementing the overall mood and feel of our spaces. They work as segues from one color to the next, and also operate as a great place to stage photographs and other vignettes that bring personality into our day-to-day surroundings. We're breaking down a few key considerations to help this under-utilized space rise to its full potential.



LIGHTING

Because these spaces tend to be short on natural light and narrow, it's important that you add enough artificial light to balance any boldness. Pot lights are ideal, but if that's not in the cards, try several wall sconces. If you can have only one fixture, one bulb probably won't be sufficient, so try one with at least three.

CONTRAST

Balancing the contrast of your trim and paint color with the desired outcome will be key. A high-contrast pairing could make the space feel cramped and busy, whereas not enough contrast could leave the space feeling uninteresting. Play around with different combinations with the experts at [\[insert retailer\]](#) until you find the right pairing.

CORNERS

If your hallway features a corner between doorways, this is a great spot to add some sort of structure. While a flat surface lends itself nicely to a gallery wall or visually-appealing prints, a corner is the perfect spot for a planter or perhaps a corner console table with a few books and wares.

COHESION

Consider all the different spaces this transitional space can lead to. Compare and contrast your color selections, both trim and wall color, to ensure they pair nicely with every connected room. They don't need to match, but they certainly shouldn't clash. This could make things feel disjointed.



TALK TO THE EXPERTS AT [\[INSERT RETAILER\]](#) TO START PLANNING YOUR HALLWAY OVERHAUL.

UNMATCHABLE

When you find the perfect color, **nothing else will do.**

Perfection comes from our paint and our proprietary Gennex® colorants, together, creating colors impossible to replicate.

Insist on Benjamin Moore®. Ask your Benjamin Moore representative about Gennex Color Technology, which makes our colors, all 3,500 of them, one-of-a-kind.

Unmatchable.



Benjamin Moore®

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WALL: *Smoked Oyster 2109-40,*
AURA® Matte





Benjamin Moore®



The Paint You Love, Now Even Better

A painter favorite for over 60 years, Regal® Select Interior stands up to everyday wear and tear like never before.

- Durable, washable finish
- Resistance to stains, spills, scuffs, mars, and burnishes
- Unbeatable flow and levelling with excellent hide
- Available in all 3,500+ Benjamin Moore colors



Contact us to learn more about enhancements to Regal® Select interior.

New Place? No Problem!

The Best Paint Colors For a New Home

So you've purchased a new home and you're ready to make your mark on it. Congratulations! Before you start busying yourself with renovation plans that seem to shoot off into every direction, the first step is taking a moment to appreciate the milestone.

The next thing that should be done (provided the house isn't in need of any major structural changes) is determine your color palette. Whether you're working with colors that shift like a kaleidoscope from

room to room or a bleak foray of solid grey throughout, taking some time to choose your wall colors with intention can save you a lot of time in the long run.

You want to create a balance between the necessity of imbuing your home with your own unique personality and maintaining enough versatility that will allow your home to grow alongside you. We're sharing the timeless shades you should be considering.



CHOOSE A WHITE

No matter what the layout of your home looks like and whether you want to keep things neutral or go completely bold, there will come a time when you need a trusted white.

PPG1001-1 - DELICATE WHITE

This tried-and-true white is easily one of the most popular wall colors—and for good reason. With a cool undertone, it won't read as yellow against warmer hardwoods or morning light. A safe bet for a powder room, a floor-to-ceiling wall color for an open concept space, transitional areas like hallways, or wall units.



BRING IN AN ACCENT

Here is where you'll want to start bringing in a little personality. Opt for a shade inspired by nature to ensure it will play well with others.

PPG1030-3 - MELLOW MOOD

Muted enough to pair with just about anything but still rich and refined enough to create visual interest, this shade feels equal parts timeless and trendy. A great option in either smaller doses or large: great for kitchen cabinets, an accent wall, or a calming bedroom retreat.



ANCHOR THE SPACE

Mixing in darker shades isn't a requirement for a well-rounded space, but it does help to create depth. Invite a robust shade with dark undertones to help your space feel grounded.

PPG10-09 - SOOTHING SAPPHIRE

Classic and traditional, this deep blue has been a well-loved navy for years in the trade community. Known for its easy-going and good-natured qualities, it's the shade you want gracing the walls of an office space, exterior, or even a moody bedroom.

TALK TO THE COLOR EXPERTS AT [INSERT RETAILER] TO HELP DEFINE AND REFINE YOUR NEW HOME'S PALETTE.

AT HOME
ALC #39

New Place? No Problem!

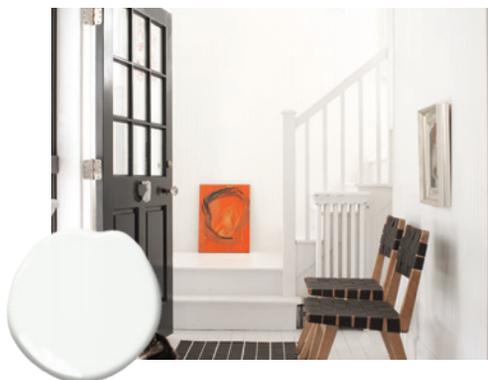
The Best Paint Colors For a New Home

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Chantilly Lace OC-65

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BRING IN AN ACCENT

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Saybrook Sage HC-114

Muted enough to pair with just about anything but still rich and refined enough to create visual interest, this shade feels equal parts timeless and trendy. A great option in either smaller doses or large: great for kitchen cabinets, an accent wall, or a calming bedroom retreat.



ANCHOR THE SPACE

Mixing in darker shades isn't a requirement for a well-rounded space, but it does help to create depth. Invite a robust shade with dark undertones to help your space feel grounded.

Hale Navy HC-154

Classic and traditional, this deep blue has been a well-loved navy for years in the trade community. Known for its easy-going and good-natured qualities, it's the shade you want gracing the walls of an office space, exterior, or even a moody bedroom.

TALK TO THE COLOR EXPERTS AT [INSERT RETAILER] TO HELP DEFINE AND REFINE YOUR NEW HOME'S PALETTE.

AT HOME
ALC #40



Fall Firespit

BUILDING YOUR BACKYARD BLISS

Crackling flames, good conversation, and toasty s'mores comprise the recipe for a perfect fall evening. There are few things more soothing than an open firespit in the crisp autumn air. It's the

perfect setting for a good story, a good drink, and good company. Make your backyard the place to be this season by updating fireside chairs with fresh paint and a new color!

SEATING SPRUCE UP

BASE — Pick up some unfinished Adirondack chairs or prepare your existing furniture to accept a new coat of paint. Lay them out on a drop cloth on a flat surface and in a well-ventilated area. Ensure each is free of splinters, clean, and free of any chipping or peeling previous coatings. Sand all over to make for a good tooth for the new coating to adhere to.

COAT — Using one coat of exterior oil-based wood primer, apply your first coat to the chairs and wait for it to dry.

PAINT — Apply two coats of your finish coat, letting paint dry in between each coat. Leave to dry for at least 72 hours before returning to service.

ALL SET — Arrange each chair a safe distance from the fire pit and you've got yourself the perfect new perches for friends and family to gather over the flames.

TALK TO THE EXPERTS AT [INSERT RETAILER] TO START BUILDING YOUR BACKYARD BLISS!

AT HOME
ALC #41

ENLIGHTENED

A Study on Light and Paint Color

It's no secret that lighting plays an essential role in how we perceive color. It's how navy blues can appear nearly-black at dusk and more brilliant at dawn, or how a white wall can suddenly pick up a yellow undertone as the sun is setting. But as ubiquitous as this knowledge

is, the rules behind its effect largely remain a mystery for the average home owner. We're unpacking the secret ministry of lighting so you can be better equipped to select colors that work in harmony with your home's natural and artificial lighting.

NATURAL LIGHT

NORTH FACING WINDOWS

This will translate into a soft, warming effect. Dark paints will appear darker and lighter shades will be slightly dimmed.

SOUTH FACING WINDOWS

This exposure will intensify colors. White or super light neutrals might be washed out in this setting, but darker colors will be brighter and more brilliant.

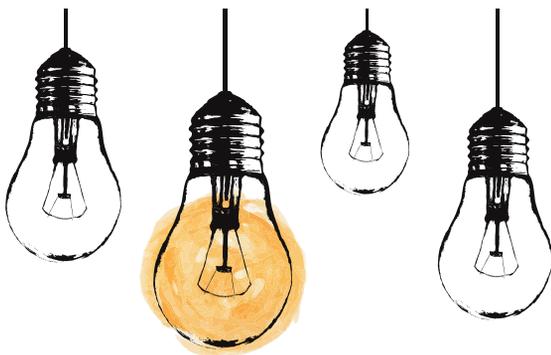
WEST FACING WINDOWS

The lighting in this room will shift throughout the day, with shadows in the mornings and a warm glow in the evenings.

EAST FACING WINDOWS

Similarly to west facing windows, light will change from morning to night, with shadows in the evenings and a warm ambiance before noon.

Of course, any of the impacts of natural light can be mitigated or complemented with the help of artificial lighting.



ARTIFICIAL LIGHT

FLUORESCENTS

This word might call to mind images of a sterile hospital or an office setting, but there's a time and a place for them in the home, too. This type of bulb will help intensify warmer hues like reds, yellows, and oranges. On the other side of the spectrum, it will dull down greys and blues with cooler properties.

VINTAGE

Think of Edison lights, which have risen in popularity in recent years. These exposed bulbs emit a utilitarian or industrial glow, and will complement warmer hues quite nicely.

LED OR INCANDESCENT

This is the most popular type of lighting in the modern home. It will put cooler tones in their best light and have little to no effect on warmer shades.

PRO TIPS

Always test your paint colors to see them in action before you commit. Wait at least 24 hours and observe the paint in morning, afternoon, and evening light to see how it shifts with each iteration of natural light it will expect to encounter.

If one wall received more natural light than others, you can strategically place a standing lamp, or even go a shade or two lighter/darker to give the room a cohesive color.

TALK TO THE EXPERTS AT [INSERT RETAILER NAME] TO FIND THE BEST PAINT COLORS FOR YOUR HOME'S LIGHTING.

AT HOME
ALC #42



DISTRESSED DIY

If you've ever repeated the phrase "nothing ain't cool until the new wears off" then you're right on track for understanding the ethos behind shabby chic furniture. Think distressed denim jeans in furniture form. It has a well-worn look and an antique appeal. It produces a sense of a storied past and a sturdy frame.

This particular aesthetic is one of the reasons Storage Wars is still on TV, but you don't necessarily have to go mining your grandmother's attic to achieve it. In fact, there are three distinct DIY approaches that can help you transform anything from a dining chair to a dresser into a rustic work of art.



DRY DISTRESSING

Use sandpaper (we recommend starting with a coarse grit and moving to a finer one to ensure a smooth finish) to wear down corners, edges, and any raised details. This technique is best saved for pieces of solid wood construction - this way you'll be revealing the beauty of natural grain rather than something otherwise unappealing.



WET DISTRESSING

This technique must be deployed before a paint color has been fully dried and is best used for multi-color layering. Use a damp cloth to wipe away the edges and corners of the top layer of paint.



RESIST DISTRESSING

This approach must be considered prior to painting, as it requires you to apply a solution like beeswax on areas of the piece you'd like to keep raw. It works to prevent the paint from adhering to the surface where applied.

TALK TO THE EXPERTS AT [INSERT RETAILER] TO GET ALL THE TOOLS, MATERIALS, AND ADVICE YOU NEED TO TACKLE YOUR OWN DISTRESSED DIY.

AT HOME
ALC #43

The WELL-STYLED MATTE BLACK WALL

Our feeds have been filled with people moving to the dark side lately — hopping on the matte black trend. While we love the concept and swoon over a well-styled space with depth, a dark shade void of shine can easily miss the mark if it's not executed properly. The idea is to balance the depth of the black with other elements, which should be easy since everything pops more against black and the lack of sheen allows other textures to shine. Remember these tips after you've completed your coat to make sure your new matte black wall reaches its full potential!

BALANCE THE BOLD

Use lighter wooden hues or accents to create contrast and avoid overwhelming the scene with too much color. These lighter tones will help to soften the sharpness of the black and provide character. Use rattan, terracotta, and plenty of crisp whites!

BRING ON THE PLANTS

Incorporate as many plants as you can — the black backdrop will help the greenery pop, softening the heaviness of the black and bringing life to the darkness. Choose planters with woven textures to complete the look.

ACCESSORIZE WITH INTENTION

Because a black backdrop shines a spotlight on anything in front of it, it's a good idea to pay extra close attention to which décor items you choose to showcase. Pick your best, trendiest items, and avoid doing too much. A few key items will work to personalize the space.

ROLL OUT A RUG

Black can feel a little cold at times, so if you're looking for a cozy feel, you'll need to rely on other features, like a good rug. Choose a lighter color, a woven texture, or a bold pattern.

BREAK UP THE BLACK

A bare black wall will look a little strange. It's a good idea to incorporate some artwork (go for white or neutral frames with large art mats). Avoid darker colors — any pieces you choose should either be understated and neutral in tone or bold and colorful.



STOP BY [INSERT RETAILER HERE] TO GET STARTED ON YOUR NEW
MATTE BLACK STATEMENT WALL!

AT HOME
ALC #44

THE BEST COLORS FOR YOUR NEXT VIDEO CALL

With more people than ever before working from home and the restrictions placed upon seeing people in person, our screens have become our new portals for connection, whether it be for social interaction or business. Although video calling is by definition a way of connecting without actually connecting, there's also a certain intimacy to it. We get a rare glimpse inside other people's

homes, some that we would never have the opportunity to see. Which in turn, creates pressure for us to have our backgrounds picture-perfect, too. Because whether we like it or not, these subtle details play a role in how others view us—and potentially our work. We've rounded up the best colors for your home office for your coworkers or pals to fawn over in your next video chat.



BLUE TANG PPG1160-7

This shade is versatile and appears crisp and professional on camera (and off!). It also increases productivity and focus so you can stay aligned with your to-do list.



MISTY AQUA PPG1147-3

This hue is perfect for as a background color because it goes well with nearly all hair colors and skin tones, but it also has a calming and centering effect, keeping you on task and zen at the same time.



BALLET SLIPPER PPG1190-2

A millennial pink is always a good way to make a statement. Soft enough to use as a neutral but packed with enough personality to prove you're on trend.



SLATE GREEN PPG1133-5

Green is energizing, relaxing, and sophisticated. It also presents a polished and sophisticated aesthetic to any onlookers.



HEAVY CREAM PPG1098-2

A warm white is a sophisticated option, and it's a better option to a stark white which lacks personality. It's no nonsense, which makes for less distraction when you are speaking, but it still offers character.



IS IT TIME TO REFRESH YOUR HOME OFFICE? TALK TO THE EXPERTS
AT [INSERT RETAILER HERE] TO FIND YOUR PERFECT PPG COLOR.

AT HOME
ALC #45

THE BEST COLORS FOR YOUR NEXT VIDEO CALL

With more people than ever before working from home and the restrictions placed upon seeing people in person, our screens have become our new portals for connection, whether it be for social interaction or business. Although video calling is by definition a way of connecting without actually connecting, there's also a certain intimacy to it. We get a rare glimpse inside other people's

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STUNNING 826

This shade is versatile and appears crisp and professional on camera (and off!). It also increases productivity and focus so you can stay aligned with your to-do list.



DOLPHIN'S COVE 722

This hue is perfect as a background color because it goes well with nearly all hair colors and skin tones, but it also has a calming and centering effect, keeping you on task and zen at the same time.



COTTON CANDY 1268

A millennial pink is always a good way to make a statement. Soft enough to use as a neutral but packed with enough personality to prove you're on trend.



FAIRMONT GREEN HC-127

Green is energizing, relaxing, and sophisticated. It also presents a polished and sophisticated aesthetic to any onlookers.



MUSKOKA TRAIL 974

A warm white is a sophisticated choice, and it's a better option to a stark white which lacks personality. It's no nonsense, which makes for less distraction when you are speaking, but it still offers character.



IS IT TIME TO REFRESH YOUR HOME OFFICE? TALK TO THE EXPERTS AT [INSERT RETAILER HERE] TO FIND YOUR PERFECT BENJAMIN MOORE COLOR

AT HOME
ALC #46



Horizon Line How-To

Everyone knows that paint is the easiest (and least expensive) way to make an impact on your space, but the impact can be even bolder when you employ a creative application. What better way to utilize paint in your home than by mimicking the calming scene of a sunset with a two-tone look? This approach provides an even greater opportunity to let colors play off one another, and, it creates a unique feature that instantly adds character to your home. Plus, it's simple enough for even the DIY-shy—just follow the steps below!



01 Clean your walls with warm soapy water or TSP and a sponge to make sure you're working with clean surfaces void of any dirt or oils.

02 Plan out your color combination. You'll need two shades, one for the top of the horizon line (roughly the top quarter of the wall) and one for the other bottom three quarters.

03 Measure starting from the ceiling and plot marks every four feet with a pencil indicating where you would like your horizon line to be. Use painters tape to mark out the line. Your tape should be below the marks (since you'll be painting the top portion first) and don't forget to paint any window or door frames, too!

04 Use a brush and/or roller to apply your top color along the perimeter and corners of your taped-off area. Using a ladder or an extension roller, continue onto ceiling as well if you'd like an all-encompassing look. Once complete, remove tape while paint is still slightly "tacky."

05 Once paint has dried completely, tape off the bottom area that needs to be painted, including any baseboards or trim. Repeat painting application technique with second color. Remove tape, and voila! Enjoy your new two-toned horizon line!

NEED HELP GETTING THIS PROJECT OFF THE GROUND
OR SELECTING YOUR SHADES? TALK TO THE EXPERTS AT
[INSERT RETAILER HERE]



All Set For Spring

There's no better way to bid farewell to winter and welcome in spring than by giving your front door a little face-lift. Whether you're working with a wrap-around porch or a just a few steps, there's always room for a little improvement — and all it takes is a little TLC. You'll be surprised by what a big difference a little bit of cleaning, a few accessories, and attention to detail can make. Here are a few tips to keep in mind as you shape up for springtime!

CLEAN OUT THE COBWEBS

Start by using a broom to remove any build up that has accumulated in the corners over the winter months — dried leaves, dirt, cobwebs — so that way you'll be working with a debris-free surface. Bonus points for pressure washing concrete steps! Dirt and grime can be a distraction from even the most beautiful of exteriors.

WASH THE WINDOWS

Rain, snow, and the dirt found in precipitation can create build-up on windows. Do a deep clean and make sure your views are crystal clear. Use warm soapy water and a sponge to clean around the trim.

ROLL OUT THE WELCOME MAT

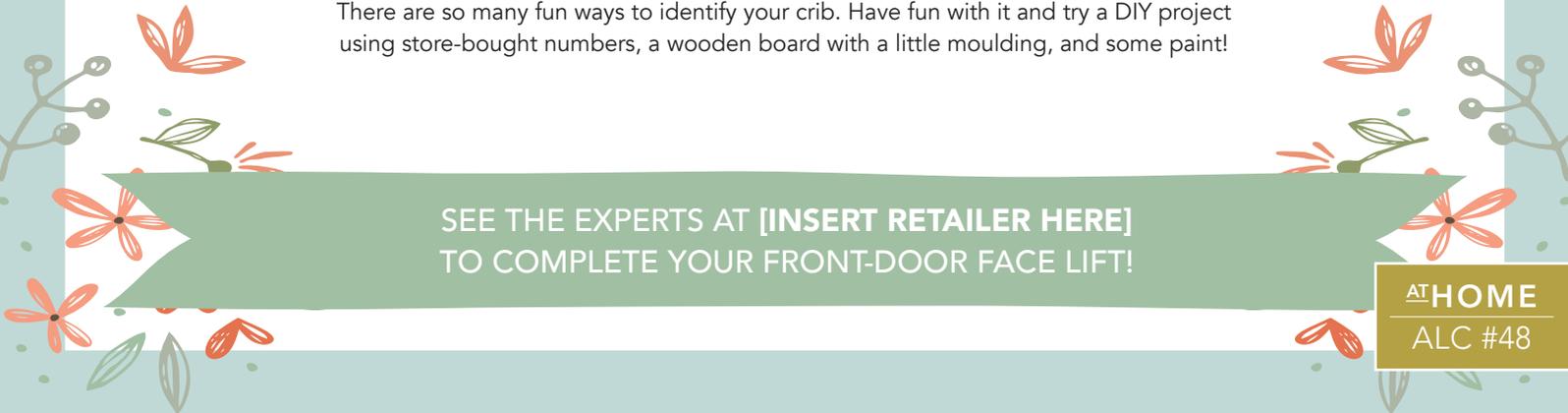
A welcome mat is the perfect statement piece to complete a front door look. Go for a cheeky saying, a heart-warming message to visitors, or just a simple design. The options are endless and it's the perfect chance for you to let your personality shine!

NEW SEASON, NEW DOOR COLOR

Curb appeal is often just a coat away. Try a new color on your front door to set the tone for the optimism that Spring always brings in spades. Try something fun and bold, or go for an understated look that complements your existing exterior color scheme.

UPGRADE YOUR ADDRESS PLAQUE

There are so many fun ways to identify your crib. Have fun with it and try a DIY project using store-bought numbers, a wooden board with a little moulding, and some paint!



SEE THE EXPERTS AT [INSERT RETAILER HERE]
TO COMPLETE YOUR FRONT-DOOR FACE LIFT!



GOING GREEN

LOW VOC'S EXPLAINED

With our world awakening to the damaging consequences of climate change and more and more consumers looking for environmentally-friendly alternatives and products, the paint industry has seen a growing trend of paints labeled “Low VOC” or “No VOC.” There seems to be confusion out there about what exactly this means. We’re here to set the record straight.

WHAT IS VOC?

VOC is an acronym that stands for “volatile organic compound.” They are found in most building materials and they are the reason for the “new paint smell.” Essentially, they are unstable chemicals that emit gases which can be harmful to both people and the environment. These chemicals can accumulate over time in homes too, creating potentially damaging effects.

WHAT ARE THE BENEFITS OF USING A LOW VOC OR NO VOC PAINT?

Beyond a clear conscience, people tend to like No VOC or Low VOC paints because they have little to no odor. When paint companies first started creating Low VOC paints, they had some preliminary challenges, but since then, the paints dry quickly and offer a durable finish. They are also typically available in most colors and finishes too.

KEEP IN MIND

Just because your paint can says that it has low or no VOC, doesn't mean it will be completely toxin-free. Paints can contain other additives and solvents which may not fall under the heading of VOCs. For some manufacturers, the colorant used to create your perfect shade will add VOCs, so it's important you ask about the VOC level after the final mix is complete.

TALK TO THE EXPERTS AT
[INSERT RETAILER HERE]
TO FIND THE MOST
ENVIRONMENTALLY-
FRIENDLY OPTION FOR
YOUR PAINT PROJECT.

Go Geo:

HOW TO CREATE A GEOMETRIC WALL IN YOUR HOME

What's better than a fresh coat of paint in your home? A fresh coat of paint that incorporates more color and does it in a fun and dynamic way. You've probably seen the geometric walls dominating Pinterest feeds and splattered all over magazine pages recently — this is your chance to see this playful new trend on your own walls. It's as easy as following the simple steps below.



STEP ONE

Choose your colors. There's really no roadmap to this step, get creative and go bold or choose soothing neutrals to balance the sharp lines involved in the geometric pattern — the world is your oyster!

STEP TWO

Wash away all grease, oils, and dirt with warm soapy water or TSP. Fill any nail holes, sand down uneven surfaces, and use painter's tape around baseboards and any window or door frames.

STEP THREE

Apply your base layer. Most will opt for a nice crisp white to serve as the outline of the color blocks that will soon be on your walls, but that's completely up to you! Let paint dry thoroughly before moving on to the next step.

STEP FOUR

It's time to plot out the design of your geometric pattern. Use a large board to ensure you're drawing out straight lines with a pencil. You can use larger sections (dividing the wall into three parts) or smaller sections which repeat the same three colors.

STEP FIVE

Apply painter's tape over your markings. Go slow and be diligent about straight, even lines with no ripples in your tape.

STEP SIX

Using a roller and/or a 2-inch brush (depending on the size of your sections) fill in the sections, alternating between your chosen three colors. Let dry and apply second coats.

STEP SEVEN

Remove the painter's tape and marvel at your new masterpiece!

LOGO

You can see [INDICATE PPG OR BENJAMIN MOORE HERE]'s full list of regional palettes by visiting their website or talking to the experts at [INSERT RETAILER HERE]

AT HOME
ALC #50

Compact Color: The Best Paint Colors for Small Spaces

Often in situations where space is in short supply, people will automatically gravitate toward crisp whites to make a room feel more open. This is a good, tried-and-true tactic for creating the illusion of expansion, but it also leaves little room for character and personality to shine through. While a nice clean

white is never a bad idea, don't concede too soon! There are plenty of shades in the color wheel that can have a similar effect without sacrificing the much needed punch that a bold shade can pack, or making it feel like the walls are closing in on you. A few general rules of thumb to keep in mind:



PPG Starless Sky
PPG0995-7

GO OVER TO THE DARK SIDE:

Dark colors won't always make a room feel more compact. In fact, a darker hue can actually make a space feel bigger by drawing the eye inward. Try using a deep shade of black in your powder room — the darkness can actually be your friend, creating the perception of depth.



PPG Stunning Sapphire
PPG1158-7

GO BOLD OR GO HOME:

Smaller spaces can present the perfect opportunity to experiment with colors outside of your comfort zone. Because smaller spaces are usually more secluded from the rest of the home, you have more freedom to play with the atypical. Choose a brilliant blue in a bedroom to make it feel simultaneously relaxing and exciting.



PPG Summer Suede
PPG14-14

BRING ON THE BEIGE:

Neutrals are always a safe bet in smaller spaces, bringing warmth without overwhelming the eye. This is perfect for those that aren't willing to settle with white and want to incorporate some color, but aren't ready to commit to anything too bold or bright. This shade is perfect for a smaller-scale living room or sun room.



PPG Applemint
PPG1225-3

GET COZY WITH CONTRAST:

One of the most important aspects of decorating a smaller space is ensuring there is plenty of contrast. Try a lighter pastel on your walls and pair it with white décor or furniture. The definition will help make the space feel more dynamic, while the lighter tone of the pastel will keep things from feeling too weighed down.



PPG Pittsburgh Gray
PPG0994-2

WHEN IN DOUBT, GO GRAY:

Gray is one of those timeless neutrals that never seems to go out of style. Go for one with a lighter tone and a little bit of luminosity in it. The color will fluctuate slightly with the changing natural light throughout the day, keeping you on your toes. This is a great option for a high-traffic areas like a hallway or entryway.

PRO TIP

Painting your walls and ceiling the same color give the illusion of a bigger space. Because there is nowhere for the eye to stop, the room will feel more expansive.

If you're working with a smaller space and want to choose shades that create the illusion of expansion, talk to the experts at [INSERT RETAILER HERE].

Compact Color: The Best Paint Colors for Small Spaces

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Jet Black
2120-10

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Paddington
Blue 791

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Sierra Hills
1053

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Carried Away
849

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Metro Gray
1459

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Colors of the World

Regionally Specific Color Palettes

You Should Use Today

When you visit a new place, you experience a rush of color: from the beauty of a scenic trail to the flashing neon of Times Square, there is a unique sense of place that attaches itself to our memories of each location we visit. And we walk away feeling as though we have just dipped our toes into a new world, inspired by a new aesthetic.

These intuitive groupings of color are actually the perfect starting points to build a palette around, ensuring a mood-specific atmosphere and effortless ambiance. If you've ever wanted to re-create the sensation of a specific place and time in your own home, look no farther than the palettes below.

NASHVILLE PALETTE

Southern heritage and music-city vibes comingle to create the perfect combination of understated, rustic beauty.



Hunt Club Red PPG16-29; Red Rock Falls PPG16-06; Hearth PPG1093-3; Scottish Moor PPG11-20; Thunderbolt PPG10-06

ALASKA PALETTE

This sprawling and stunning landscape inspires brilliant hues sprung right out of nature—though it's tough to believe!



Rose Hip PPG1055-3; Yukon Gold PPG1209-4; Black Magic PPG1001-7; Old Mill Blue PPG1171-6; Red Gumball PPG1187-7

THE HEARTLAND PALETTE

Inspired by the unique geography and wildlife of the great wide open.



Star Anise PPG1022-7; Honey Bunny PPG1090-3; Autumn Ridge PPG1058-7; Discover PPG1021-3; Serene Stream PPG1154-5

You can see PPG's full list of regional palettes by visiting their website or talking to the experts at [INSERT RETAILER HERE]

AT HOME
ALC #53

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Regionally Specific Color Palettes

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NASHVILLE PALETTE

Southern heritage and music-city vibes comingle to create the perfect combination of understated, rustic beauty.



Morrocon Red 1309; Wooded Vista 1162; Squire Hill Buff 1068; Arctic Shadows 1559; Porch Swing CSP-750

ALASKA PALETTE

This sprawling and stunning landscape inspires brilliant hues sprung right out of nature—though it's tough to believe!



Georgia Pink 2092-60; Firefly 299; Deep River 1582; French Violet 1427; Currant Red 1323

THE HEARTLAND PALETTE

Inspired by the unique geography and wildlife of the great wide open.



Middlebury Brown HC-68; Camel Back 1103; Deep Rose 2004-10; Grége Avenue 991; Labrador Blue 1670

You can see Benjamin Moore's full list of regional palettes by visiting their website or talking to the experts at [INSERT RETAILER HERE]

AT HOME
ALC #54



Color changes the mood.

Fresh ideas, colorful schemes and trusted advice. Talk to an expert at **your store name here** to help plan the perfect palette in your home.

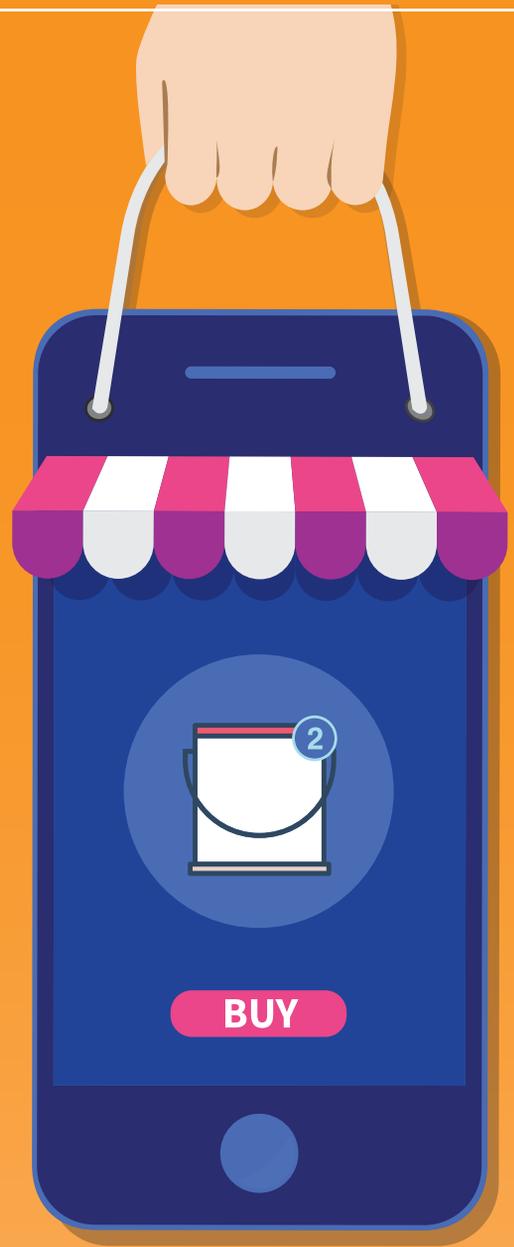
**Shop
Small.
Shop
Local.**



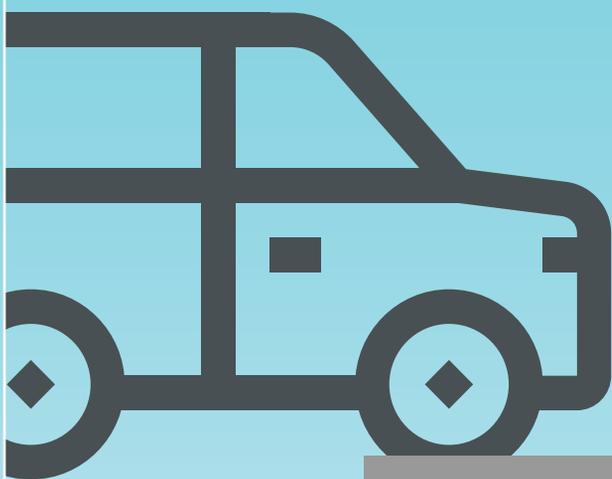
We're in your neighborhood.

Click & Collect

We're open online 24-7
and here to serve your
paint and décor needs.



Try free curbside pickup.



curbside
pickup





DIYs To Increase The Value Of Your Home

Whether you're planning to sell or simply wanting to improve the space you're living in, these simple DIY hacks can instantly bring up the value of your home while providing more functionality to its residents.

BUILT-INS

Storage is always an important feature that people look for when purchasing a home, and there's nothing more attractive than a customized look that fits seamlessly with its surroundings. Take a trip to your local hardware store and create a built-in storage solution on a vacant wall or inlet.

PAINT YOUR KITCHEN CABINETS

For many, the kitchen is the heart of the home, but it's also one of the most expensive areas of the home to renovate due to all the appliances and tilework typically required. If you're not ready to invest in that big of a project, painting or re-staining your cabinets can be an excellent compromise.

CHANGE YOUR LIGHT FIXTURES

Even though they are a relatively inexpensive aspect of an overall design concept, light fixtures can have a huge impact on the impression of your home. Updating old fixtures to more modern pieces can have a dramatic effect on increasing interest in your property. If you're looking to save in this area while still providing an upgrade, try spray painting your fixtures in a matte black for a modern edge.

BUILD-A-BEDROOM

Have an office or den? You can instantly bump up the value of your home by installing a closet in it, transforming it into another bedroom (so long as there is a window that meets regulation). You can use bookcases and tension rods to create any dream closet, all while staying within budget.

CREATE A PRIVACY FENCE

As much as new home owners fantasize about block parties and backyard BBQs with neighbors in their prospective new home, there's no deterrent quite like open sightlines in your backyard oasis. Everyone values a little bit of privacy. Rather than waiting years for foliage to grow, build a privacy fence. There are a ton of cool designs and ideas on Pinterest that keep things simple enough to do with relatively little skill.

TEXTURE TUNE-UP

Challenge yourself to create one accent wall with texture on the walls. Installing a board and batten wall or wainscoting is a lot easier than you think, and it gives that extra boost of character that helps people fall in love with a space.

BASEBOARD BASICS

Collectively, in the design world we've moved away from skinnier, moulded baseboards and towards the flat, wider type. If you can, upgrade your home, but only if you're able to do them all uniformly, otherwise it will appear disjointed.

Chat with the experts at [INSERT RETAILER HERE] to find out which upgrades are best suited for your home, and to find all the materials you'll need to make them happen.

THE WONDERS OF WALLPAPER:

CREATIVE USES IN YOUR HOME

Wallpaper has made a huge comeback in recent years, and we've all come back around to embrace it for its magical ability to lend a space its own unique sense of character and depth. Because of this, we're seeing manufacturers release some truly remarkable prints and patterns, so many so, that we are running out of precious wall space. Or perhaps, you're just dipping your toes into the wonderful world of wallpaper and aren't quite ready to commit to a floor-to-ceiling application just yet. Regardless of the reason, it's always a good idea to think outside the box. In fact, there are so many overlooked surfaces where a dose of print or pattern is just what the designer ordered.



01 STAIRCASE

Although the work of sectioning off your wallpaper might seem a bit intimidating, it will be well worth it once you see the finished result! Measure and apply wallpaper to the risers, the vertical sections of the stairs (the surfaces that won't be stepped on), and you'll have a totally unique statement staircase.



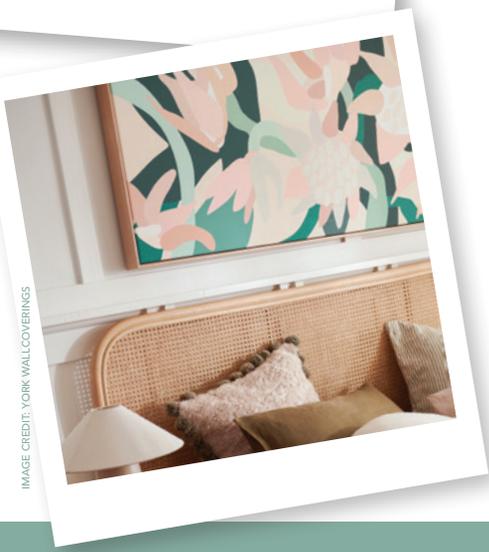
02 CEILING

Whoever said that a ceiling had to be white hadn't considered the potentialities of wall coverings. So long as the design is on the lighter side and it blends or contrasts nicely with your wall color, a wallcovering on a ceiling is a playful, unique, and bold choice.



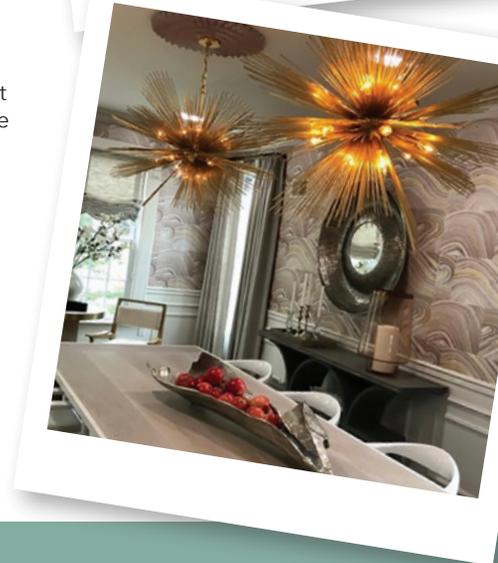
03 SHELVING UNIT

The back of a shelving unit is the perfect opportunity to provide a splash of character to help your décor pop. PRO TIP: If possible, install the paper on the back surface before installing the individual shelves.



04 FRAMED AS ARTWORK

If you have extra wallpaper from a previous project laying around you might want to think twice before throwing it out. Try framing it and placing it in a room in need of a little love. Don't worry if the wallpaper is installed in a different room in your house—it could be a great way to add cohesion to the overall feel of your home.



05 LAUNDRY ROOM BACKSPASH

We've never met anyone who loves doing laundry, but it is significantly less painful when your surroundings are pretty. Show your laundry room a little love with a wallpaper backsplash!

Talk to our experts at [INSERT RETAILER HERE] for more ideas & how to browse our collections.



WELCOME TO WAINSCOTING: A Step-By-Step guide For Gorgeous Results!

Wainscoting is a tried-and-true way to elevate the architectural elements in your home, and although the results are elegant and sophisticated, the process need not intimidate you. In fact, it's one of the easiest and least expensive upgrades you can give your home, and it truly provides a unique and dynamic charm to your space.

You'll need:

- Nail Gun
- Primer
- Glue
- Paint (White is classic, but don't be afraid to be creative!)
- Moulding pieces (Can be found at your local hardware store)
- Finishing Nails
- Miter Saw
- Wood Filler

01 Do your research. Pay attention to trim detailing and look at photos of other wainscoting to figure out what works best in your home. Once you've dialed in your design, you can mark it out on your wall using a level.

02 Install your top piece of moulding and your bottom baseboard using glue and finishing nails. Plot your desired inner panel design using a pencil, measuring tape, and level. Try to be as meticulous as you can!

03 Cut your moulding pieces for the inner panels using your miter saw and install using glue and finishing nails.

04 Once your moulding pieces have all been secured using finishing nails and glue, use wood filler to cover up your nails. Sand and clean so it's ready for paint.

05 Prime and paint your masterpiece!

Knowing how to cut **45 degree angles** is key here to make sure your corners fit together perfectly. If you're a beginner, you might want to purchase some extra moulding pieces to use for practice.

Ready to get rolling on this project? Get all the advice, materials, & confidence you need by talking with the experts at [INSERT RETAILER HERE].



RESTORATION : HARDWARE

Everyday hundreds of pieces of furniture are discarded before their time. Sure, they may look dated or past their prime, but a simple hardware upgrade can transform a piece from drab to fab in a few easy steps. While some folks opt to purchase new knobs, hinges, or pulls altogether to breathe new life into their favorite dressers or cabinets, you can often work with what you already have. In fact, a simple application of paint can be just the thing to revitalize your piece. This could also work for any metal fixture: lighting, frames, chair frames—you name it! A fresh coat of paint is all you need to transform your favorite pieces and add character (and conformity if you're doing multiple pieces) to your space.

Talk to the professionals at
[INSERT RETAILER NAME] to
find the best options for your
hardware restoration!

STEP ONE

Remove and LABEL any hinges you're refurbishing. This will come in handy when it comes time for reassembly. This might seem unnecessary, but hinges have a habit of settling into their wood, so if you don't put the hinges back in the same spot, it may have an impact on how the door opens.

STEP TWO

Give them a good bath. An old toothbrush for scrubbing and a good cleaning solution should do the trick.

STEP THREE

Prepare your space, ideally outside, with newspaper or cardboard with a generous perimeter around your items so you can prevent an arduous clean-up.

STEP FOUR

When dealing with smaller objects, getting an even coat can be difficult with standard tools. A spray paint will provide a clean, even finish that will cover all the nooks and crannies. Start with a primer, wait to dry, and then apply your color in thin coats. Allow to dry according to the recommended time on the label between applications.

STEP FIVE

Spray a sealer onto your hardware to ensure your new coat stays in tip-top form for years to come. Wait 24 hours before re-installation.



Painting Over Brick

THE RIGHT WAY

A brick wall is classic, timeless, and bursting with character, but despite being a design staple, brick still needs love from time to time. Whether you're looking to paint over an outdated color scheme or after a more

cohesive look, a fresh coat of paint can work wonders—plus, it's an economical choice in comparison to replacing the brick all together. Follow these steps brick-by-brick and you'll have a bold new look in no time.

STEP ONE

Prep is the most important step. Clean your surface thoroughly, including all the nooks and crannies between the bricks. This will help your application adhere better. A pressure washer works (outside) perfectly, but if you don't have one, use a stiff-bristled brush and scrub with soapy water. If you happen upon some stubborn mildew, apply a mixture of one part bleach and two parts water, let soak for an hour, and then scrub the area with a wire brush. Wait for the brick to be completely dry before you start painting.

STEP TWO

Once your surface is completely dry, apply a primer. For smoke stained or discolored areas you may need a specialty primer to block these from bleeding through your final coat.

STEP THREE

You're ready to paint! If you're working on exterior brickwork, an acrylic latex exterior paint is probably your best bet, since it's engineered to endure mildew build-up by evaporating moisture. When working with a large surface area, a paint sprayer will be the most efficient application, but a brush or a roller are sufficient in smaller areas (or if you're willing to do the extra labor). If you opt for a roller, go with a thick nap so you can easily get paint into indents and irregularities.

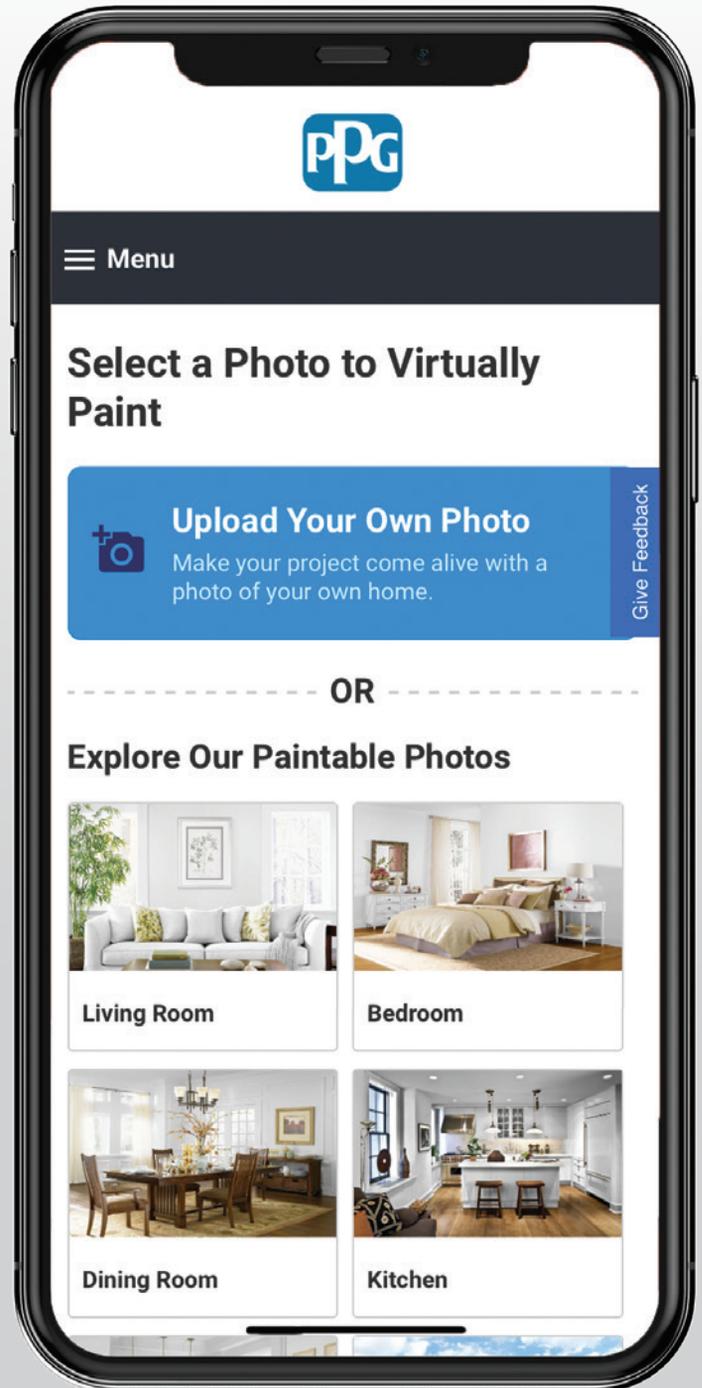
Stop into [INSERT RETAILER NAME] and chat with our experts to find the best approach for your brick wall.

PPG

Paint Color Visualizer

Visiting a paint store can often be an overwhelming experience: with so many paint colors to choose from, it's hard to narrow down your options. Thankfully, PPG's award-winning developers have created an online tool using proprietary technology, allowing users to instantly "try on" paint colors by snapping a photo of the space and selecting the desired shade—all from the comfort of your own home. The results are a polished and realistic vision that puts your colors in question into context, so you can make an educated choice. After you're done, save your project, and the website will help you locate & purchase your selected shade.

Talk to your experts at **[INSERT RETAILER NAME]** about how to maximize your online experience!



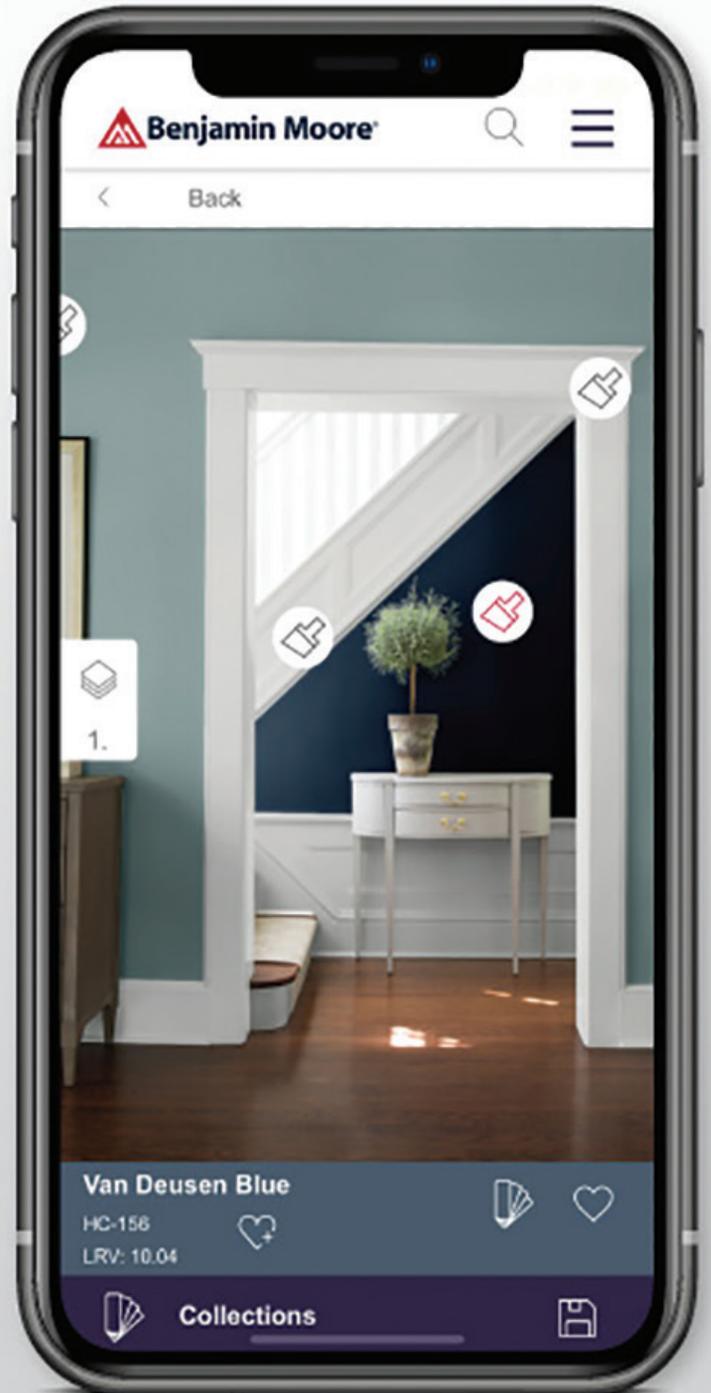
www.visualizecolor.com/ppgpaints

BENJAMIN MOORE

Color Portfolio App

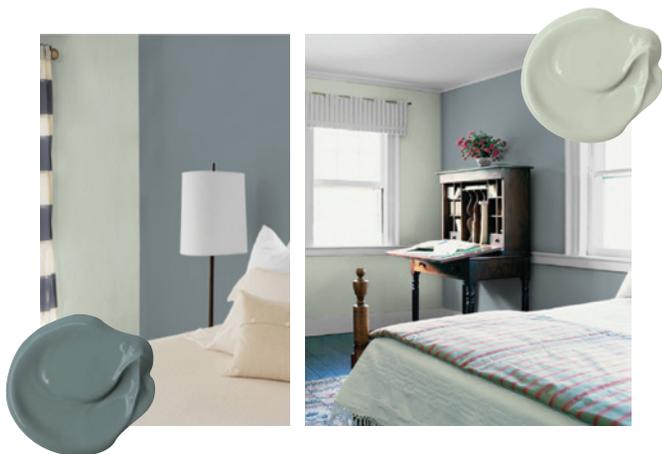
Simplify the process of selecting a new shade and say goodbye to guesswork: the new Benjamin Moore Color Portfolio App is the only thing you'll need to plan your next project—all from the palm of your hand! In the new app, you can save and match colors, share images with clients or colleagues, browse virtual fan decks, and experiment with photo/video visualizers that allow you to take an image of a room and virtually "try on" different colors. Download the app on the app store!

Talk to your experts at **[INSERT RETAILER NAME]** about how to maximize your in-app experience!



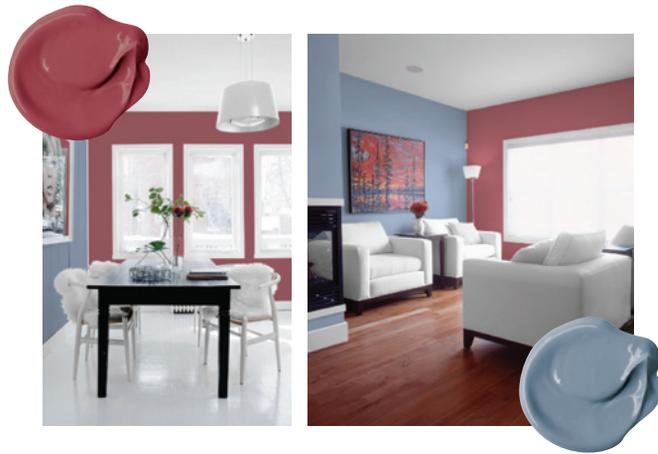
MATCHES MADE IN HEAVEN

Sometimes, you see a pairing so beautiful, there's no doubt in your mind that they were meant to be. But unlike our favorite celebrity couples, these paint pairings have some serious staying power.



GARRISON GRAY + BALSAM

The moody depth of this stunning blue is grounding and contemplative, while the airiness of Balsam elevates the palette, ending a sense of restorative energy to whatever room these colors come to inhabit. Nature is always the best source of inspiration, and these combos transport us into the scenic arena of the great outdoors, creating the illusion of a lakeside landscape. This duo is perfect for an office or bedroom, inviting serenity while blocking out distractions from the outside world.



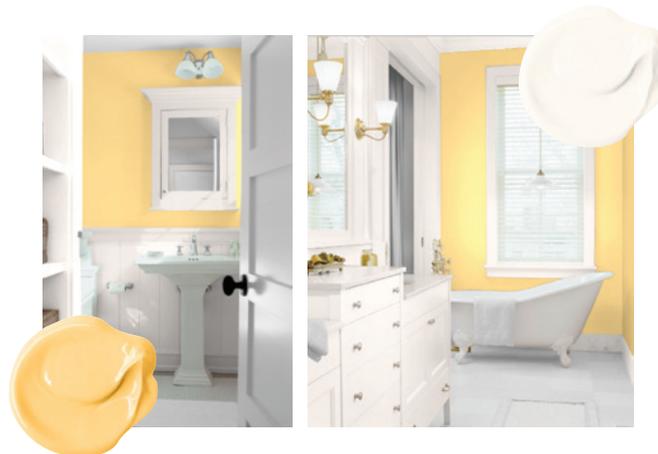
MESA RED + ACCELERATION

Feeling a little bit dramatic? This dynamic duo may be just the thing you're craving. The luxurious opulence of this ruby red is perfectly balanced by the coolness of Acceleration, a subtle shade of blue that welcomes and soothes. The stark contrast between the two shades offers a vibrant and energetic vibe, without overwhelming the eye. This combination would be ideal for a dining room—an excellent space to experiment with bolder shades—or a living room/bar area that isn't afraid to be a little daring.



SOOTHING SAPPHIRE + ATRIUM WHITE

Soothing Sapphire is one of our tried and true blues, soaring in popularity and highly versatile. We've seen this shade pop up everywhere from bathrooms to exteriors. The trick to utilizing this stand-out shade is paring it with the perfect accent color to complement its mesmerizing depth. Atrium White is the perfect white for the job, with its cool undertone and almost chalky properties. A great palette for a dreamy bedroom, kitchen, or even an all-out exterior scheme.



MAYBE MAUI + FRESH DOUGH

If you need to give a room a boost of sunshine, these are the right shades for the job. The warmth of this yellow boasts a burst of optimism and energy, without being too on-the-nose or in-your-face. It has a vague burnt quality to it, making it appear subtle and sophisticated. The understated and refined warmth of Fresh Dough perfectly complements and calms the vibrancy of the yellow, making for one beautiful pairing, perfect for a nursery, bathroom, or bolder living room look.

MATCHES MADE IN HEAVEN

Sometimes, you see a pairing so beautiful, there's no doubt in your mind that they were meant to be. But unlike our favorite celebrity couples, these paint pairings have some serious staying power.



MONTPELIER + PRESCOTT GREEN

The moody depth of this stunning blue is grounding and contemplative, while the airiness of Prescott Green elevates the palette, ending a sense of restorative energy to whatever room these colors come to inhabit. Nature is always the best source of inspiration, and these combos transport us into the scenic arena of the great outdoors, creating the illusion of a lakeside landscape. This duo is perfect for an office or bedroom, inviting serenity while blocking out distractions from the outside world.



CRANBERRY COCKTAIL + OXFORD GRAY

Feeling a little bit dramatic? This dynamic duo may be just the thing you're craving. The luxurious opulence of this ruby red is perfectly balanced by the coolness of Oxford Gray, a subtle shade of blue that welcomes and soothes. The stark contrast between the two shades offers a vibrant and energetic vibe, without overwhelming the eye. This combination would be ideal for a dining room—an excellent space to experiment with bolder shades—or a living room/bar area that isn't afraid to be a little daring.



HALE NAVY + WHITE DOVE

Hale Navy is one of our tried and true blues, soaring in popularity and highly versatile. We've seen this shade pop up everywhere from bathrooms to exteriors. The trick to utilizing this stand-out shade is paring it with the perfect accent color to complement its mesmerizing depth. White Dove is the perfect white for the job, with its cool undertone and almost chalky properties. A great palette for a dreamy bedroom, kitchen, or even an all-out exterior scheme (think shutters and a big wrap around porch!).



CROWNE HILL YELLOW + WHITE OPULENCE

If you need to give a room a boost of sunshine, these are the right shades for the job. The warmth of this yellow boasts a burst of optimism and energy, without being too on-the-nose or in-your-face. It has a vague burnt quality to it, making it appear subtle and sophisticated. The understated and refined warmth of White Opulence perfectly complements and calms the vibrancy of the yellow, making for one beautiful pairing, perfect for a nursery, bathroom, or bolder living room look.

ADVANCE KITCHEN CABINETS:

CABINET REFRESHING GUIDE

How to create a flawless finish with
ADVANCE Waterborne Interior Alkyd Paints



WITH THE RIGHT PREPARATION, ADVANCE CAN HELP REIMAGINE MOST CABINET SURFACES:

- Formica and other Laminates
- Hardwoods (oak, cherry, maple, etc.)
 - Fabricated Woods

For a perfect finish, apply a primer coat and finishing coat (Extra top coats are optional depending on the substrate and desired look).

1. PREPARATION:

First, you'll want to ensure you're working in the ideal climate conditions. Since you're working with an alkyd, you'll want to keep the ventilation flowing (keep windows open, fans blowing) to assist with the drying process. High humidity or low temperatures may negatively impact results. In the right conditions, ADVANCE will dry to the touch within 4-6 hours. You can apply your second coat after 16 hours.

Remove any cabinet drawers, shelves, or doors as well as all hardware. Avoid the confusion of re-installation by marking each piece with a pencil in a discrete location (like around the hinges). If you're planning a spray application, cover all countertops or flooring with plastic or paper. Consider wearing protective eyewear or a breathing mask.

It's crucial to clean cabinets prior to sanding, as sanding over dirty surfaces will just push dirt and grime deeper into the surface and disrupt the adhesion of the paint to the surfaces. Wash all surfaces thoroughly to ensure they are stripped of all dust, oil, grease, soap, mildew, and wax. To remove grease stains, apply a small amount of de-greaser to a clean, lint-free rag.

Sand all surfaces using 100-150 grit sandpaper, going with the grain until the existing finish is rough to the touch. You can use a sanding block or palm sander on flatter surfaces, and use a small piece of sandpaper around tricky corners or crevices. Take care to be gentle on these more delicate areas to prevent gouging.

After sanding is complete, vacuum all surfaces and wipe with mineral spirits to remove dust.

2. PRIMING:

Fresh Start High-Hiding All Purpose Primer (K046) is a high adhesion multi-surface primer suitable for most wood or laminate surfaces.

DO NOT USE lacquer-based primers or undercoats, as they will impede adhesion. Talk to an expert at [\[INSERT RETAILER HERE\]](#) to ensure you are selecting the right primer for your cabinetry.

After your primer coat has dried completely, use a 220-grit sandpaper or finer and sand all surfaces lightly. Focus on areas that may have pooled or dripped to ensure a smooth finish.

3. APPLICATION:

Spray Application: ADVANCE sprays on slightly thicker than a latex paint but thinner than conventional oils, so we recommend utilizing an HVLP spray gun with a fine-finish tip (specifically designed for furniture or cabinetry application). ADVANCE can be thinned using water up to 6% by volume. Spray a thin, even coat on all surfaces (keep an eye on those corners!).

Brush + Roller Application: Apply the paint using a premium nylon or polyester brush and/or a flocked foam mini-roller. Natural bristle-brushes absorb too much water and may result in an uneven finish. Work from top to bottom, first painting frames and recesses that only a brush will reach. Next, roll any flat panels, rails, and stiles. Apply a generous layer of paint—don't be skimpy or so heavy-handed that you have runs and drips. Go over any brushed areas as closely as you can with your roller to blend the two finishes. Try to paint any two-sided pieces in a horizontal position.

Sand Between Coats: use a fine-grit sandpaper to sand and smooth all surfaces once the first coat has completely dried. Vacuum and wipe with denatured alcohol to remove any dust.

Once you apply your final coat, let dry for several days before you reassemble the cabinetry. Note that paint that is dry to the touch is not necessarily cured. For best results wait until paint is cured to reassemble, rest items on, or put into service. Then you're all set to enjoy your new rejuvenated, furniture-like finish!



Winning WITH WHITES

A true design lover will understand the impact that even subtle variations of white can have on a room. From frosty blue tinges to hints of warm yellow, the shade you select will set the tone for the mood of your space. Many a home-owner have warned about the trials and tribulations that come along with selecting a white paint color. The source of all this woe? White is THE most reflective color, which means that whatever shade of natural light you have pouring into your space will show up on your new white walls. That's why it's crucial to have a comprehensive understanding of the ways that your home's natural light will work with whatever shade you select.



1. NORTHERN EXPOSURE

Sunlight streaming in from the North may create a gray or blue-ish hue.

2. SOUTHERN EXPOSURE

If your room has a window facing South, white walls might appear slightly warmer or softer.

3. FURNITURE & TEXTURES

If your room has a significant amount of wooden textures (furniture, ceilings, etc) or boldly colored furniture (potent blues, reds, yellows, etc) this may further impact your shade of white,

reflecting the colors and tones of the fixtures in your room onto the walls. A large surface area of wood will create a warm or orangey reflection.

4. INDOOR LIGHTING

Warm-toned bulbs paired with blue hued whites may create a green tinge.

5. GREENERY

If your home is surrounded by greenery, it's likely even a bright white will have somewhat of a greenish hue during day.

A FEW OF OUR FAVORITES



TUNDRA FROST

PPG1009-1

Intuitively sophisticated & highly versatile, this shade is the ideal shade to enhance its surroundings with a grayish hue.



DELICATE WHITE

PPG1001-1

Our favorite bright white, this shade is the best background to help illuminate your furniture & fixtures. This cool white reflects a lot of light, creating an expansive feel & an inviting aesthetic.



MOUNTAIN GRAY

PPG1021-1

With a subtle tinge of warm light, this shade breathes life and calming energy into the room.

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A FEW OF OUR FAVORITES



OC-55 PAPER WHITE

Intuitively sophisticated & highly versatile, this shade is the ideal shade to enhance its surroundings with a grayish hue.



OC-65 CHANTILLY LACE

Our favorite bright white, this shade is the best background to help illuminate your furniture & fixtures. This cool white reflects a lot of light, creating an expansive feel & an inviting aesthetic.



OC-18 DOVE WING

With a subtle tinge of warm light, this shade breathes life and calming energy into the room.



PAINT BRUSH MAINTENANCE 101

Your projects are only as good as your tools, which is why it's important to treat them with care so they can continue to perform optimally. So often, brushes' shelf-lives are cut short because people don't know how to properly clean them, wasting valuable time and money. Follow these simple tips to ensure your brush goes the distance:

FOR OIL-BASED PAINTS, VARNISHES, LACQUERS & SHELLACS:

Follow manufacturers instructions to select the appropriate solvent (denatured alcohol for shellac; paint thinner or mineral spirits for paint or varnish). Pour your selected solvent into a container, and saturate your brush in the solvent, working it into the bristles and dipping it up and down into the solvent several times. Remove your brush and spin paint brush in a waste area to remove excess solvent. Repeat process with a clean container and solvent.

FOR WATER-BASED (LATEX) PAINTS:

For water-based paints, the best cleaning solvent is made up of warm water and mild soap suds. Prepare soapy water and pour into a clean container. Dip your brush into the solution, massaging it into the bristles. Follow up with a rinse with clear water. Repeat the process if necessary, ensuring you are using fresh solution and a clean container each time. For more stubborn water-based paints, use a mineral spirits or lacquer-thinner first, then a cycle of the warm soapy water.

A FEW TIPS TO ENSURE YOUR BRUSHES STAY IN TIP-TOP SHAPE:

- Clean brushes immediately after use
- Keep brushes intended for oil-based paints separate from the water-based paint brushes. This will make cleaning out your brushes much easier and increase their longevity.
- If your paint brush is having difficulty reshaping itself after rough use, try dipping your bristles in boiling water.
- A common misconception is that paint brushes should be soaked in solvent after use. However, this could actually cause damage to the bristles. Follow cleaning instructions and lay flat to dry. After drying is complete, store hanging whenever possible.
- Comb your brushes using a paint brush comb to help ensure all excess paint is removed; this will help your brushes retain their original shape.

TALK TO YOUR SPECIALIST AT [INSERT RETAILER HERE] TO DISCUSS OUR SHOP-AT-HOME SERVICE AND BOOK AN APPOINTMENT FOR YOUR OWN!

AT HOME
ALC #71

VAMP UP THE VIEW

The right window covering is more than just a complementary feature in a room; it acts as a mediator between the outside world and your sanctuary. The perfect treatment will vamp up your view, letting in exactly the desired amount of light for the function of your space. As design professionals,

we know that context is everything, which is exactly why we offer our Shop at Home service. Our window covering specialist will bring our whole library right into your home to get a feel for the space and understand its unique needs so that together, we can ensure the perfect selection of shade is made.



TALK TO YOUR SPECIALIST AT [INSERT RETAILER HERE] TO DISCUSS OUR SHOP-AT-HOME SERVICE AND BOOK AN APPOINTMENT FOR YOUR OWN!

AT HOME
ALC #72



CURIOUS ABOUT COLOR CONSULTS?

So much goes into creating a beautiful space, but the right paint color can often pack the biggest punch. It's arguably one of the most impactful decisions made in the design process (and also the most laborious), and we can help make sure your paint project goes off without a hitch. As a paint retailer, we are obsessed with color. We live and breathe it, and we take any opportunity we can to put that passion and knowledge to use, particularly when it helps bring a customer's vision into reality. We love educating our customers about the nuances of tone, chroma, and everything in between so that you can ensure your chosen shade is around for a long time.

LOGO

TALK TO THE EXPERTS AT [INSERT RETAILER NAME] TO
BOOK YOUR COLOR CONSULTATION TODAY!

AT HOME
ALC #73



PPG COLOR OF THE YEAR: PURPLE BASIL PPG1046-7

A dusty violet with mauve undertones, PPG's selection for 2025's Color of the Year is stepping out from the shadow of lighter, airier hues and bringing an opulent change to center stage.

According to PPG, Purple Basil PPG1046-7 reflects the trend toward infusing deeper, richer colors into everything from fashion to interior design. A perfect mix of cozy and elegant, homey yet regal, and sitting somewhere between a mid-tone and a darker shade, Purple Basil's muddy, rich color has just a hint of warmth from red undertones, giving it a layered, multidimensional look. This balanced hue isn't too bold or too bright, making it both energetic and serene, depending on the lighting and context of the design, and a stylish choice for your home.

For home decor enthusiasts, Purple Basil fits seamlessly into both classic and contemporary designs. Add drama to a powder room by painting the wainscoting in this dramatic shade and up the ante with complimentary floral or vintage wallpaper. Balance the bold hue with warm neutrals or metallic accents in a chic master bedroom or add depth to a study by saturating the built-ins, accenting the sultry shade with brass fixtures. Purple Basil can also make a statement on doors or furniture for a sleek and modern touch.

Beyond home interiors, PPG applauds Purple Basil for adding a fresh aesthetic to consumer electronics, kitchenware, and even automotive designs. Keep an eye out for the color to make a splash and add personality to commercial and hospitality interiors. Whether you're refreshing your home or exploring creative or professional projects, this versatile hue brings warmth, elegance and a contemporary edge.

Interested in increasing your color confidence and making Purple Basil more accessible in your abode? PPG ignites empowerment with a palette of 40 shades expertly curated to complement the 2025 Color of the Year.

OVERARCHING THEME FOR THE YEAR: KINETIC

Purple Basil is part of PPG's 2025 "Kinetic" color theme, which focuses on staying strong and flexible in a fast-moving world. This deep, rich shade stands for adaptability and marks a shift away from lighter, delicate tones.

(RETAILERS LOGO)

TALK TO THE EXPERTS AT [INSERT RETAILER HERE] ABOUT
HOW TO BRING PURPLE BASIL INTO YOUR HOME.

AT HOME
ALC #74



BENJAMIN MOORE'S 2025 COLOR OF THE YEAR

*Presenting Benjamin Moore's selection for 2025's Color of the Year:
Cinnamon Slate 2113-40. A quietly colorful hue that transitions gracefully from room to room.*

Benjamin Moore describes their choice for 2025's Color of the Year as "a delicate mix of heathered plum and velvety brown. Adaptable, yet distinct, Cinnamon Slate brings a soothing familiarity and balance to any design."

As bold, saturated colors continue to dominate the design and fashion world, there's a rising appreciation for more nuanced hues that bring depth and complexity. Benjamin Moore touts Cinnamon Slate as the perfect example – a warm, inviting shade with rich undertones that exude both modern elegance and timeless charm. This versatile color creates a sense of comfort and approachability, making it a top pick for stylish, enduring home designs.

Embrace the warmth and sophistication of 2025's hottest trend by pairing it with carefully chosen soft neutrals (like the stunning Sea Salt CSP-95) or mixing and matching it with other rich, moody tones such as the deep graphite-green in Ashwood Moss 1484. Bring warmth into your kitchen by painting the cabinets in this earthy hue and accenting them with brass or sleek matte black hardware for a modern touch. Add a bit of glamour alongside the shade de jour with brass lighting, metallic accessories and earthy stone countertops. Whether you're drenching your dining room in the harmonious hue (it'll feel cozy and intimate), adding depth and character by painting it on trim and molding, or grounding a space with furniture in the adaptable shade, Cinnamon Slate is sure to stand out in the best way possible.

For more complimentary shades, consider the entire Benjamin Moore Color Trends Palette, designed to work beautifully together in any space.



CINNAMON SPICE & EVERYTHING NICE

From warm subtle neutrals to shades with a quiet yet colorful nature, the Color Trends palette is comprised of 10 hues across the color spectrum, each unique yet working together in color coordination. Find inspiration in calm, confident colors that are as adaptable as they are distinct.

Sea Salt CSP-95

Leather Saddle Brown 2100-20

Chowning's Tan CW-195

Tissue Pink 1163

Stained Glass CSP-685

Ashwood Moss 1484

Rosepine 461

Paris Rain 1501

Glacier White OC-37

(RETAILERS LOGO)

TALK TO THE EXPERTS AT [INSERT RETAILER HERE] ABOUT
HOW TO BRING CINNAMON SLATE INTO YOUR HOME.

AT HOME
ALC #75

DESIGN DILEMMA

Color has been inspiring us since the beginning of time, bringing beauty and depth into our world. Color can transform a blank space from blah to bold, from meh to marvel. Color brings the soul into a space. Bringing design elements together into a cohesive whole is an art form, and an undervalued one at that. It often feels safer to wade in the shallow end of the spectrum when it comes to color, opting for tried-and-true neutrals rather than more vibrant hues.

While this is a surefire way to ensure your space does not overwhelm the eye, sticking to the neutrals without dabbling in the brighter hues can often let a space fall flat. Challenge yourself to experiment with color, whether that be with stand-out accessories or an accent wall. A daring palette creates drama and leaves a dazzling effect on the home, and the combinations for play here are endless, with each palette creating its own distinct mood and texture.



DO YOU HAVE A DESIGN DILEMMA? OR MAYBE YOU ARE JUST FEELING BOLD & READY TO BRING MORE COLOR INTO YOUR HOME, BUT UNSURE WHERE TO BEGIN? EITHER WAY, THE EXPERTS AT [INSERT RETAILER NAME] CAN HELP! TALK TO YOUR LOCAL [BM/PPG DEALER] ABOUT BOOKING A COLOR CONSULTATION TODAY TO FIND OUT HOW YOU CAN BEST EXPERIMENT WITH COLOR TO ENHANCE YOUR HOME!

BIG PICTURE PALETTE

When it comes to getting the gears turning on a new room-reno, the first thing most homeowners think about is their wall color. This initial step in the home makeover process is often the most difficult and impactful; it's easy to find yourself paralyzed in front of a color wheel. Paint color technology has advanced to the point where virtually every shade under the sun is on the table, so it's understandable to be a little slow to pull the trigger on your dream hue. The wall color you select not only sets the tone of the room, but it will act as a backdrop for and ideally tie together your décor, textiles, and furnishings. The degree to which these elements work together to tell a cohesive story determines the difference between a house and a home. Beginning your renovation with the single most consequential choice can be tricky, especially if you're planning on bringing existing furniture or décor items into the space. The goal is always to find a color palette that will work for you and your lifestyle for years to come. With longevity in mind, we recommend asking yourself the following questions before setting your sights on your perfect shade:

WHAT'S THE BIG PICTURE? The best selection is always the one that considers the whole picture: the walls, the stain of any woodwork or furniture, and the hues of any adjacent rooms. Think about how your selection will flow with the rest of your house.

WHAT WILL REMAIN IN THE ROOM? Create a list of items or pieces that will stay in your newly rendered room after painting is complete, including any furniture. Your perfect-match paint color needs to be compatible with these items as well.

WHAT IS YOUR BUDGET? Balancing budgets is all about trade-offs. Try to think about what changes will pack the biggest punch for the least amount of cash, including paint, slip covers, and fresh accessories. Having these seemingly minute details worked out before-hand lets you evaluate where you can afford to splurge on a higher-ticket item, and where you can cut some corners with more budget-friendly options.

WHAT IS THE ROOM'S PURPOSE? Consider the function of the room, what it will be used for and how

you'd like to feel when you're in it. The utility of a space will dictate its mood to a certain extent, but there is still plenty of room to play up a space's overall feel. For example, some want their living room to be a sanctuary from the non-stop busy-ness of the world; others prefer to use this space as a hub for entertaining.

WHAT ARE YOUR PERSONAL COLOR PREFERENCES? Look at the color choices you typically gravitate towards—are they usually warmer or cooler hues? Picking a shade in line with your personal taste will give your shade with staying power and ensure it isn't just a passing fancy.

WHAT IS YOUR INSPIRATION? Long before you settle on a shade, start collecting pieces of inspiration, from color and fabric swatches to images from Pinterest and magazines. This will help fine-tune the direction of your designs. Once you have a decent collection gathered, edit your choices and select only the elements that stand out to you. Look at your edited collection against the list of items that will remain in the room as well as the space's natural light.

TALK TO THE EXPERTS AT (RETAILER NAME)
FOR MORE ADVICE ON HOW TO FIND YOUR PERFECT MATCH.

AT HOME
ALC #77

TIPS FOR AN EPIC #SHELFIE

You can tell a lot about a person by browsing their bookshelf. It's the ideal space for self-expression, where you can showcase your favorite décor items, photographs, travel memorabilia. This is where you can really show off your personality, and your library! With so many options for styling, arranging a bookshelf can often feel overwhelming, and the end result can often be over-cluttered. The key is to keep things simple: follow these tips and tricks to ensure your finished project is something you're proud enough of to snap a #Shelfie and share with the world!

TIP: To make your #SHELFIE pop even more, select a shade that works with your space to paint the backdrop of the unit (or the spaces between shelves if you're working with free-floating shelves)

- 1 Start with larger items first. By starting with the bigger pieces and finishing with the smaller ones, you'll make sure your shelf is balanced (by ensuring these pieces are evenly distributed) and save yourself the headache of having to start from scratch when you can't find a place for that gorgeous woven basket or prize piece of artwork. It's also a good idea to place any artwork first, so you can layer in smaller décor items in front later on.
- 2 Next, you'll want to place your books. The best advice for this step is to get creative with placement. Group books together that are of a similar size and place throughout the shelf unit. Using a good mixture of both vertical and horizontal stacks, with the spine facing outward, is best. Consider placing some stacks to the left, center, and right side of your shelf for an even finished project.
- 3 Now, you're ready to layer in decorative objects. This can be anything from family heirlooms, houseplants, to souvenirs. Don't shy away from putting up personal items on display; it adds character! You'll likely want to choose either gold or silver accents to avoid clashing, and take a good look at your color scheme to make sure the hues you've selected are complementary. Arrange décor in odd numbers, counter-intuitively, this creates a more balanced/organic aesthetic.
- 4 Take a step back and look at your progress. Look at color, weight distribution, busy-ness, empty spaces... don't be afraid to shuffle things around until you feel satisfied!



LOGO

TALK TO THE EXPERTS AT (RETAILERS NAME) FOR MORE SHELF-STYLING ADVICE, & TO DISCUSS HOW TO ENHANCE YOUR #SHELF EVEN MORE WITH PAINT!

AT HOME
ALC #78

IKEA UPGRADE

IKEA is a magical place, and many of us imagine an endless landscape of budget-friendly, doorstep-deliverable items that fit exactly into our vision of our new space. But like many things in life, reality does not always deliver. Sometimes you find just the right piece, but it doesn't come in the color you envisioned. IKEA furniture is predominantly available in your standard black or white, but that's no reason to give up hope on that affordable bookshelf or those

nightstands that fit your dimensions like a glove. A quick coat of paint can often do just the trick. However, there is a right and a wrong way to paint over IKEA furniture, and there's nothing worse than thinking you've made a budget-friendly decision only to waste both the item you're painting and a can of perfectly good paint because of a technical error. Follow these simple steps and you'll be off to the races with the promise of a finished product with high-end appeal.

- 1 SAND** The majority of IKEA products come with a laminate wax-type coating, which often deters people from attempting to paint it. Sanding will scuff and dull the surface so that your paint has something to cling to. We recommend using an electric sander to make quick work of bigger items.
- 2 CLEAN** Wiping surfaces clean after sanding is a must, as it prevents any extra particles from being trapped under the surface or any grease that may have collected (grease will prevent your primer from sticking). After wiping clean, ensure your surfaces are dry before moving on to step three.
- 3 PRIME** Always, always, always, prime your surface. Selecting the right primer for your task will be crucial to ensuring your paint sticks in the long run. If your piece of furniture does have the laminate coating, your primer should be highly adhesive. In some cases this may be an oil based primer. When working with oils be sure this step is completed in an area with ample ventilation, as the fumes are strong and could be harmful. Don't forget to look at the packaging label of your primer to ensure you let your primer dry for the required amount of time.
- 4 PAINT** It's time to go to town on our color of choice! Mostly any type of paint will do just fine; latex, milk, or chalk paint are all good options. Feel free to use whatever paint brush/roller works best with the item you're painting.
- 5 SEAL** This is the most important step of the process. Use a clear, non-yellowing top coat or a clear wax to ensure your newly upgraded item stays protected. A top coat should be used on furniture that will be utilized in higher traffic areas.



TALK TO THE EXPERTS AT (RETAILER NAME) TO HELP YOU FIND ALL THE RIGHT PRODUCTS & PAINTS TO MAKE SURE YOUR UPGRADE GOES OFF WITHOUT A HITCH.

HOUSEPLANT HARMONY

As we shift our collective consciousness toward a more interdependent view of the natural world, it's no surprise that houseplants have seen an explosion in popularity in interior design. Interior plants infuse their surroundings with character, texture, and energy while paying tribute to the great outdoors and its essence of growth, community, and vitality. While their visual impact is reason alone to scatter shrubbery throughout your abode, the benefits of utilizing greenery indoors goes beyond their aesthetic potential; they also have surprising health benefits. These green genies reduce carbon dioxide and

air pollutant levels, regulate air temperature, increase humidity, and reduce airborne dust levels!

But just as living things need a little TLC to help them thrive, a little support from their surroundings can highlight their aesthetic effects. Choosing the perfect paint color to complement your foliage can make all the difference. With the wrong backdrop, greenery can often get lost in the mix and wind up taking away from your overall vision rather than enhancing it. We put together a list of our favorite shades to showcase houseplants, so your plants can glow and grow in the limelight!



CRISP WHITE White highlights whatever bold color it stands behind, framing its décor with exacting and illuminating precision. White enables its neighboring colors to retain all of their richness, making it the perfect backdrop for houseplants of all shades. (Maybe: Simply White OC-117)

PASTEL BLUE Softer hues of blue will make your plants pop into the foreground, contrasting the bold saturation of a dark green leaf. Emulating the natural occurrence of the pairing in the form of tree tops swaying in a clear blue sky. Pair with white or cream pots and accents to enhance this complementary pairing. (Maybe: Morning Sky Blue 2053-70)

BURNT ORANGE This sun-soaked shade intensifies the vibrancy of green while mimicking the natural landscape of the tropics. The best color pairings are derived from looking to the organic for inspiration. (Maybe: Ben Moore, Tangelo 2017-30)

GREEN Contrary to popular belief, green is the perfect shade to show off your greenery! The difference in texture or variation in shade will catch the eye, contributing to the already established thematic of progress, serenity, and growth encouraged by the creativity-inducing hue. (Maybe: Ben Moore, Forest Green 2047-10, or Ben Moore, Copper Patina 619)

TALK TO YOUR PAINT EXPERTS AT (RETAILER NAME) TO FIND THE BEST COLOR MATCH TO HIGHLIGHT YOUR INDOOR GARDEN.

AT HOME
ALC #80



(gender)
 Neutrals for
 the Nursery

It seems slightly oxymoronic that amidst the rise of gender neutrality and fluid expression, we have also seen the rise of the “Gender Reveal” party, and with it, the prescriptive “blues for boys and pinks for girls” mentality of nursery decorating. Beyond a desire to raise children in an environment liberated from gender roles, many parents opt not to know the sex of their baby before birth, leaving them in a panic to complete a room reno while navigating the first steps of parenthood. Oftentimes, what prompts new parents to rest on these nursery-norms is a lack of alternative options. The reality is, there are loads of awww-inducing color combinations that will serve nobly as a palette for your newborn to spend its first years of life.

Opting for a gender-neutral paint color does not necessarily mean an abandonment of all things pink and blue; it means you are leaving room for versatility, creativity, and personality. There are few who can resist the adorable markers of a newborn baby girl or boy, but these influences can easily be incorporated into the design in other capacities, like décor, artwork, or textile choices. This is especially useful for homeowners that plan to eventually convert the nursery into another room with its own function. Bright pink doesn’t exactly scream home office, after all. Here’s a list of some of our favorite combos that don’t operate under the lines of the masculine and the feminine and will suit any baby, regardless of its sex.



Balboa Mist OC-27 + Smoke 2122-40



White Heron OC-57 + City Shadow CSP-60



Grant Beige HC-83 + Simply White OC-117



ASK THE EXPERTS AT (RETAILERS NAME) FOR MORE
 PAINT IDEAS AND COLOR COMBINATIONS TO MAKE YOUR
 NURSERY THE PERFECT SPACE FOR YOUR NEWBORN.

AT HOME
 ALC #81



Chalk Paint

If you're a home-owner, you've probably considered slathering a wall of yours in chalk-board paint with dreams of having a surface built into your home where you could integrate reminders and lists organically. These opportunities for personality to shine through in our interiors are ways to humanize our spaces and keep them from feeling too sterile. The chalk-board wall is also highly functional, with most who have completed the follow-through raving about their organizational and aesthetic benefits. What holds many home-owners back from seeing this idea through is finding the wall space to spare. But the fabulous thing about chalk-paint is it can virtually be applied anywhere! No need to reserve your effortlessly incorporated scribbles and memos to a full-on wall surface. There are plenty of other opportunities to utilize this unique trend in your home.

We've put together a list of alternative options for you to peruse and find the right fit for your lifestyle!

1. FAMILY COMMAND CENTRE

Section off a piece of wall wherever your family keeps their mail, schedules, and other aids of organization. This is a great opportunity to increase your household's efficiency, and acts as a catch-all for reminders, last minute adds to the grocery list, or little love notes for family when the morning routines don't sync up. For added style, frame your block of chalk paint with an old deconstructed photo frame (Remove the glass & backing).

2. METAL TRAY

Who doesn't have old metal trays laying around their kitchen cabinets, inherited from relatives or an afternoon of antique shopping. Slather the center of your tray in chalk-paint to create a menu display for dinner parties! This will create ambiance and elegance in your dining space, ensuring anticipation for the main event!

3. PLAY ROOM

Every child is already an artist, and it's a parent's job to ensure they have the space in which play, curiosity, imagination, and exploration are encouraged. An easy way to ensure this is to get your child to engage with their surroundings, letting them constantly play the role of creator. A chalk-board wall in a playroom or child's bedroom is perfect for playdates, reinforcing routines (to encourage independence), and artistic expression.

4. KITCHEN

A strip of chalk-board paint in a kitchen is perhaps the most useful, as it can be used to signal meal plans, grocery lists, or chore assignments. No wall real estate to accommodate? Cover an exposed side of a cabinet (ensure the material is compatible first) instead!

5. MASON JARS

Ever have a party and wake up in the morning with virtually every glass you own dirty and in need of a wash, because no one could keep track of which glass was theirs all night? We certainly have. A quick fix is to coat either a swatch or the entire exterior of the glass (mason jars work great for a rustic appeal), so guests can easily pen their names onto their glasses.

6. OFFICE

Sick of trips to Dollarama to stock up on post-it notes? We know the feeling. An office space is the ideal spot to have a chalk-board for plenty of reasons. Having an erasable to-do list means using less paper, and zero risk of misplacement! Block out a small surface like with the family command center, or else slather a whole wall for on demand visual brainstorming space!



ASK THE EXPERTS AT (RETAILER NAME) ABOUT HOW TO BEST INCORPORATE CHALK PAINT INTO YOUR HOME.

POPCORN CEILING PROHIBITION

The fifties was an era that brought us rock 'n' roll, drive-in movies, poodle skirts, and popcorn ceilings. Though many of this decade's trends are cherished as cultural remnants of the Elvis era, the dust-collecting popcorn ceilings made popular in this period are one remnant that many homeowners would like to put in the past. Many don't know that they aren't stuck with their stucco ceiling. Transforming these bothersome bumps into the flat smooth surfaces that dominate more modern design concepts is as simple as selecting one of the following options:

If your popcorn ceiling hasn't been painted, then the best method is likely the wet and scrape method. Use a spray bottle to soak with water and soften the texture of the ceiling, and then scrape away the softened texture using a three-inch utility knife or drywall knife. Wash, effect any repairs, sand and you're ready for primer and paint! This is the most common and cost-efficient of the methods, but it is also time consuming and messy, so make sure you plan accordingly!

CAUTION: Homes built prior to 1979 can contain asbestos or lead, so ensure test your home for these hazards before you begin chipping away at your ceiling!

COVER: If your popcorn ceilings have been painted over (this poses a significant challenge to the scrape method as popcorn ceilings are extremely porous and absorb more paint than usual), or you're uninterested in the often labor-intensive process of popcorn-ceiling scraping, your best bet is to cover your ceilings with a ceiling-grade gypsum board or sheet rock, which is lighter than your usual wall board and can be secured over your existing ceiling. You may want to have a professional complete this project if you aren't proficient with mudding and taping. This method is pricier than your DIY scrape removal, but it will leave you with the smoothest possible surface finish.

Some homeowners still choose the scrape method if their popcorn ceiling has been painted. We don't typically recommend this, as it can be extremely time-consuming and labor-intensive, but if you're a go-getter and up for the task, make sure you consult with a professional to determine the best plan of attack.



TALK TO THE PROFESSIONALS AT [INSERT RETAILER] TO ASSIST YOU THROUGH THE POPCORN-PROHIBITION PROCESS!

AT HOME
ALC #83

COOL
UNDERTONES



Gale Force
PPG10-08



Train
PPG0993-2



Pittsburgh Gray
PPG0994-2



Silent Smoke
PPG1025-2



Ghost Writer
PPG1007-3



Summer Wheat
PPG14-10

WARM
UNDERTONES

Neutral KNOWLEDGE

Neutrals are the gift that keeps on giving. They pair easily and provide a foundation to lie your design dreams upon. The key to picking the right one is understanding the color components involved in your selected shade, because as we all know too well, swatches don't always tell the whole story. Here is a little cheat sheet containing some insider knowledge that will help you ensure your next gorgeous grey doesn't pop up purple after the second coat.



Neutrals can be warm or cool, and although these attributes seem easily identifiable in theory, this can sometimes be a more difficult task. Neutrals, like high chroma colors, also belong to color families, and as they are muted down, the impact of each color family's attributes are also muted down. The choice between a warm-toned neutral and a colder-toned one can make the difference between the desired affect: warmer tones create a cozy feel, while colder tones are great for making a room feel spacious.

Neutrals are colors that have been diluted and toned down by adding an amalgam of other shades and tones to soften them up. The more pigments added, the more complex a color becomes. Neutrals are considered low chroma, in that their colors have many components and are quite complex, so it can be difficult to discern which color family they are from, and therefore how to pair them. This is where neutrals can trip us up. The key is identifying the undertones involved, which your experts at *(insert retailer name)* are trained to do.

Talk to the color experts at **[RETAILER NAME]** to learn more about the science behind neutrals and which shades are right for your space!

COOL
UNDERTONES



WARM
UNDERTONES

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5 STEPS TO PREPARE FOR A DESIGN CONSULTATION

The initial design consultation of any project is always an exhilarating and often overwhelming experience. It's difficult to know exactly how to communicate what it is you want out of your space, and that's why we've put together a list gathered from the experts that will help you and your design team maximize your time and your space. These helpful hints will have you looking like the pro and will ensure your initial meeting is as productive and as seamless as possible.

1. FIGURE OUT YOUR BUDGET

Be honest about the amount of money you are able to spend on your project(s). This way you and your designer can have an open conversation about what is feasible and what may have to be accomplished later. This gives you the opportunity to decide on a timeline to achieve all of your projects in a way that makes sense to you and your lifestyle. Additionally, this will help your designer prioritize where they need to try to cut costs, and offer materials/ideas accordingly.

2. OBSERVE AND (OVER)SHARE

The more you tell your designer about the space you're looking to makeover, the more suggestions and ideas they might have to enhance your vision. Take note of these subtleties in the days leading up to your consult. Does the room get a lot of natural light at certain times during the day? Does it feel colder than normal? Your designer might have ideas on how to work with these natural elements of the room to have it functioning optimally.

3. DO YOUR HOMEWORK

We are living in the age where millions of ideas are just a few clicks away. Make sure you take advantage of this wealth of information and inspiration by checking out websites like Pinterest and Houzz to get a clearer picture of what you want (and what you don't). Focus on everything from functionality to color; texture and print. You'll be surprised how quickly your own ideas come into focus. The more research you do,

the better you'll be able to articulate what exactly you want from your consult to the professional you're working with, and the better they'll be able to execute your vision.

4. NAIL-DOWN YOUR NEEDS

Make a list of your have tos: these are the things that are most important to you or certain functions you rely on. This can be anything from a "family control center" that helps keep everyone in the house organized to a walk-in closet. Having your priorities clearly in order at the start of this process will help ensure the most important aspects of your home's makeover do not fall victim to compromises in case you meet any unexpected road blocks. This also means deciding what aspects of your home (furniture, accessories, artwork, etc.) you are willing to part with, and what has to stay.

5. BE OPEN MINDED

Of course, at the end of the day the designer understands that you are the one that will be living in your home, and therefore you get the last word, but it is important to keep an open mind. Remember the years of experience these professionals have under their belt and understand that they may bring some insight to the table that you may not have considered. Listening and being open to new ideas can ensure your space maintains a cohesive overall aesthetic that works in your home. Another way of saying this is *trust your designer*: trust that they will hear what you want to bring to life and find a way to make it happen.

TALK TO THE DESIGN TEAM AT [INSERT RETAILER NAME] TO
DISCUSS WHAT ELSE YOU CAN DO TO PREPARE FOR YOUR DESIGN
CONSULT AND MAKE THE MOST OUT OF YOUR RENOVATION!

FIRST TIME HOMEOWNER TOOLBOX NECESSITIES

If you're a first-time homeowner, you're likely going to be encountering new problems and tasks on the daily. To combat this influx of unfamiliar handy-work, we recommend purchasing a starter kit of tools to help you set up and maintain your new property. We've put together a list of tools that can be extremely helpful and lay the foundation of any great toolbox. Your experts at [insert retailer] can help you find the best brand names and products for each item and ensure you're all set to nestle into your new domain.

AN ADJUSTABLE WRENCH: Instead of splurging on a full set of wrenches, simply invest in one or two adjustable wrenches. This saves you time, money, and energy when it comes to finding the right size for each job.

TWO HAMMERS: They say two is better than one. Your hammer's size should be correlated to the size of the nail, so it's best to purchase one heavy-weight and one light-weight. You're no further ahead if you put your finishing nail through the wall because you're using a framing hammer instead of a lightweight hammer!

AN EXTENSION CORD: We think of extension cords like life-jackets: better to have one and not need it than need one and not have it. If you're a first-time home-owner, you're likely unaccustomed to having the luxury of square footage! An extension cord is an absolute must-have for the messier projects that must be done outdoors or in the garage, or it can come in handy as an extra power-source for your speaker at a backyard BBQ. Hint: Make sure you purchase one that is safe for the outdoors!

HACKSAW: It's important to equip your home with at least one cutting tool. We recommend you start small and cheap, with something like a hacksaw, which can help you cut through plastic and metal piping, brackets, wood, bolts, and conduit, or, to remove the pesky branch hanging over your fence from your neighbor's yard (be sure you only cut what's on your property line!). With cutting tools, it's best to start small and work your way up to ensure you are learning proper technique and taking the appropriate safety measures.

HARDWARE LIBRARY: It's a great idea to have a decent variety of all-purpose nails and screws. There is nothing more frustrating than having to make a trip all the way to the store to grab the final screw that's essential to finishing your project. You can usually purchase this in the form of a kit, or, if you've already accumulated a decent selection, purchase a divider box to keep them organized.

TAPE MEASURE: This item is essential, even if you aren't planning on getting into the nitty gritty of home renovations. This is useful for purchasing new furniture or shelving, designing an overall room layout, putting up curtains, and so much more.

SCREW DRIVERS: You can't grab the wrong screw driver if you only have one! Interchangeable screwdrivers are an easy way to combat this problem while also saving space and money.

PAINT KIT: Chances are good that you will spend the first few months in your new home envisioning renovations and big plans to personalize your space. While many of these plans are contingent upon budgets and long-term planning, painting is one thing you can do immediately to make your home more you. We recommend picking up a starter-paint kit, containing the paint-brush basics: a roller for larger areas, and a brush for the nooks and crannies. Everything you'll need (minus the can of paint) to imbue your walls with a new color.



Painting

TIPS & TRICKS / HINTS & HACKS

Painting, depending on the scale of your project, can be an intimidating task; any small thing to help lighten the load can feel like a god-send, whether it's as simple as an easier clean-up or a savvy shortcut to bring on the savings. We've put together a list of some of our favorite hacks that will have your room ready in record time and takes the pain out of painting.

When you open your can, using a nail and hammer create a small hole on the inside of the rim that will allow excess paint to drip back into the can. This will help prevent build-up of paint from dripping down the outside of the can and also ensure you maximize the use of your paint.

If you're painting straight from the can, we recommend the tried-and-true trick of securing an elastic band around the middle of the can, and use the band to remove excess paint from your brush rather than the rim of the can.

If you're using a paint roller and need to take a break overnight, you can seal your still-wet roller in an empty Pringles container (washed out to remove any crumbs), which will prevent it from drying out.

Taping off the often-awkward angles of a doorknob can be a frustrating task. Save the headache and use aluminum foil to cover and protect doorknobs or other handles/hardware. You can also use press-and-seal plastic wrap to protect similarly awkward areas or immovable fixtures/furniture in your home.

If you do get paint on a hard surface, use a cleansing wipe to remove. The alcohol found in them won't damage most surfaces (a spot test is recommended) and is great for breaking down latex paints.

Sometimes the messiest part of painting ends up being the aftermath, when, days later, you're still finding small dollops of paint in the nooks and crannies of your skin. Coating your body in lotion prior to your post-painting shower will help make these patches easier to scrub off.

FOR OTHER HELPFUL
HINTS AND HACKS
TO HELP EASE
YOU ALONG YOUR
PAINTING PROJECT,
TALK TO THE
EXPERTS AT [INSERT
RETAILER NAME].





4 REASONS TO HIRE AN INTERIOR DESIGNER

When it comes to renovations, there is one major question every homeowner must ask themselves: to hire, or not to hire (an interior design professional). The hesitations are usually tied to cost or a desire to retain creative autonomy, but there is a lot more to be considered in this list of pros and cons. An interior designer can save you time, energy, and yes, even money. Consider the following list of benefits and talk to the experts at [\(RETAILER NAME\)](#) to discuss what the best option for your project is.

PERSONAL TOUCH

Although many fear having their vision steamrolled by an interior designer, the right one will enhance your vision rather than hijack it. A professional interior designer will take the time to get to know your personal stylistic preferences and understand what it is that you want to achieve from your space: this includes everything from functionality to over-all mood. This endeavor should be, primarily, a collaboration, wherein trust is essential.

SAVINGS AND SAGE ADVICE

These are the experts in the industry; that means they are very well connected and informed so they are more likely to know about discounts and other insider knowledge that can ultimately have huge benefits for your budget. Instead of undergoing countless hours of research to ensure you're receiving fair prices, your industry professional already possesses this knowledge and knows how to gauge exactly where to cut costs and where it's important to spend a little more for top-quality.

TIME IS OF THE ESSENCE

Not only can your industry professional save you money, but they can save you something of higher value: your time. Our lives are so chaotic and fast-paced, undergoing renovations can often feel like an added stressor to an already impossibly demanding schedule. Having a professional that knows how to mobilize your project and maximize productivity and efficiency is key to getting your space back to its new normal in record time.

CUTTING THE CLUTTER

An interior designer will take mental inventory of your furniture and décor and help you do a clean sweep and move on from unused items taking up valuable real estate in your home. When your project is complete, you'll have streamlined your space and your lifestyle.

(RETAILERS LOGO)

TALK TO THE DESIGN TEAM AT [INSERT RETAILER NAME] TO DISCUSS THE INTERIOR DESIGN SERVICES OFFERED.

AT HOME
ALC #89

GETTING INTIMATE WITH INTERIORS

When it comes to designing a space, it's easy to let personality and style fall victim to the constraints of budgets, standard aesthetic categories, and the opinions of contractors. This is the nature of renovation projects, but it's important to remember that you're the one who needs to live in this space, and it should be tailored to your personal tastes. This can be challenging when there are so many moving parts, but there are ways of ensuring your style vision remains intact.

Famous designer Nate Berkus once said "Your home should be a reflection of who you are, and be a collection of what you love" and we think this quote really underscores just how personal designing a space really is. The problem many run into when trying to imbue their space with as much of their own individualism as possible is channeling these elements into a cohesive whole. One excellent way of circumventing the scramble to make sense of seemingly disparate parts is by looking to a source piece for inspiration and drawing out colors and motifs from it. This source piece can be anything from a beloved blanket with

an intriguing print, an antiquated heirloom with a fascinating design, or a cherished painting with some of your favorite colors. It can be anything with multiple tones/textures that you'd like to expand upon in the room you're renovating. This sort of starting point will work wonders when it comes to selecting paint colors and determining other stylistic choices such as furniture and décor. We recommend bringing a swatch or a photo of your inspiration piece to your color consultation; it will articulate and elucidate what it is that you want to achieve with your space, and ensure your interior is a reflection of your personal taste.

Have a favorite hand-me-down throw that you can't let go of? Build your space around the sentimental.

TALK TO THE DESIGN TEAM AT [INSERT RETAILER NAME] TO LEARN MORE ABOUT HOW ELSE YOU CAN PERSONALIZE YOUR SPACE!

HUE'S ON FIRST

How to use a standard color wheel to paint your home

Colors don't exist in a vacuum; rather, every shade is intricately connected and bears a relationship to one another. By familiarizing yourself with the color wheel and the way it operates, you can gain a better understanding of the relationships between shades, and therefore be in a better position to select colors that help achieve the desired aesthetic of your home.

Working with a color wheel, the potential for devising attractive decorating schemes is practically limitless. Schemes are helpful guidelines that ensure cohesion and cooperation amongst your selected shades. The most successful and intriguing combinations fall into one of the following categories.



ADJACENT / ANALOGOUS

TWO – SIX COLORS

This system employs two or more colors which are found next to one another on the color wheel. The best execution of this color scheme involves choosing one color to use more dominantly than the others.



MONOCHROMATIC

ONE COLOR

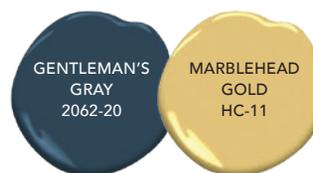
This scheme utilizes one color in several different shades or tints, often in light, medium, or dark tones. A monochromatic palette screams sophistication, especially when dealing with a softer or more subtle shade. When a monochromatic palette is utilized in a darker or bolder shade, the result is daring.



COMPLEMENTARY

TWO COLORS

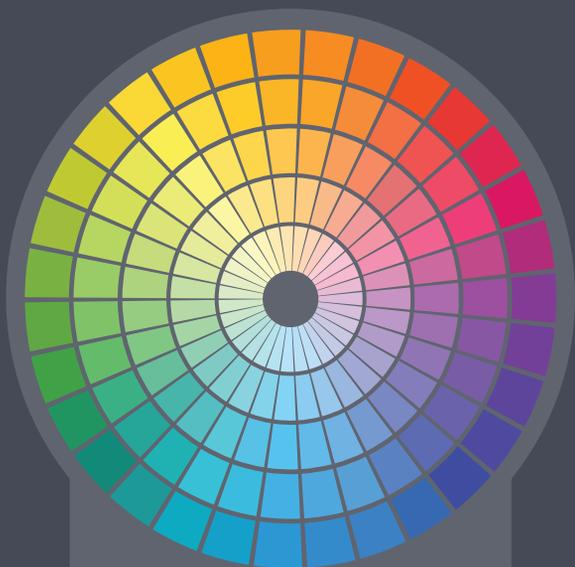
They say the best clichés are irrefutably true, and that's certainly the case with the saying "opposites attract" in the world of interior design. This scheme mobilizes two colors that sit opposite to one another on the color wheel. The best results will favor one shade more prominently to prevent the shades from clashing.



TRIAD

THREE COLORS

This scheme takes three colors that form an equally-spaced triangle on the color wheel. For example, purple, orange, and green. With the triad scheme, you'll want to select one shade as your dominant, one as your secondary, and another as accent.



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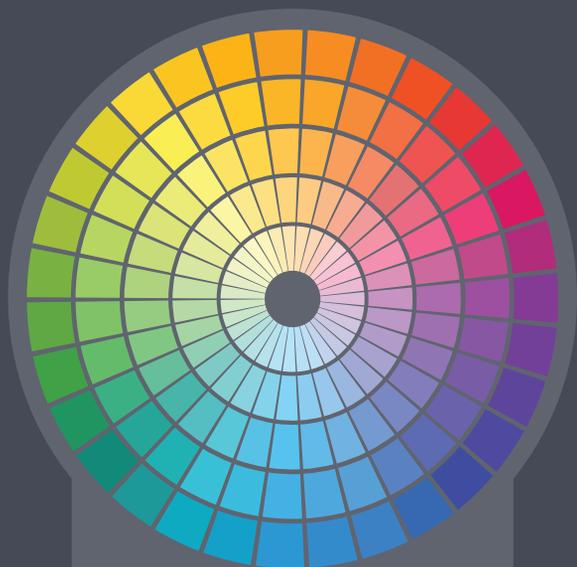
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Design DICTIONARY

Lost in the latest design lingo? Don't sweat it. The industry is constantly shifting and evolving and with it, so is its language. It's easy to get overwhelmed and confused by the seemingly infinite array of interior design's latest and greatest style categories, but we're here to help set the record straight so you can navigate between "shabby chic" and "mid-century modern" proficiently and effectively. This convenient cheat sheet breaks down these style concepts into digestible definitions that will help you understand and utilize design terminology instead of letting it scare you away.

MODERN /mod-ern/ • Adjective

This one is fairly broad, and it typically is used in reference to an aesthetic with clean and crisp lines, minimal clutter, and few accessories. Contemporary is often used interchangeably with modern, but the term "contemporary" actually refers to the dominant style of the current period (contemporary style shifts throughout time, whereas "modern" is a stable definition).

MINIMALIST /min-i-mal-ist/ • Adjective

Like modern on steroids. It exaggerates the sleek and clean lines of modern design and values simplified furnishings. The color palette is usually muted and airy and accessories will be sparse and functional.

MID-CENTURY /mid-sen-tu-ry/ • Adjective

This aesthetic often showcases raw materials like wood, exposed brick and beams. Spaces usually contain copious amounts of natural light and usually rely on clean and curved lines. Furniture with functionality at its heart is usually the focal point in these spaces.

INDUSTRIAL /in-dus-tri-al/ • Adjective

As you might have guessed, the industrial aesthetic is inspired by the warehouse, and often features open light fixtures, cement, high ceilings and plenty of wood or metal materials. In an industrial styled home, there will be sparse furniture and ample space.

TRADITIONAL /tra-di-tion-al/ • Adjective

These homes usually showcase dark finished wood amongst ample accessories, various textures, and a diverse array of fabrics.

RUSTIC /rus-tic/ • Adjective

This design concept is inspired by nature, often using unrefined textures and unfinished edges in its furniture. Accessories are usually somehow tied to the outdoors, and here, reclaimed wood is common.

SCANDINAVIAN /scan-di-na-vi-an/ • Adjective

This style of design is mirrored after the simplistic lifestyles led by Nordic folk. It is typically understated and usually incorporates some sort of outdoor influence, such as handcrafted wood workings. In the Scandinavian design world, the furniture is usually highly functional with minimal accessorizing and the color palette is usually based in neutral tones.

BOHEMIAN /bo-he-mi-an/ • Adjective

This style category gets its name from its carefree mentality and free-spirited energy. These homes often feature vintage items, international influences, and a plethora of textiles and rugs. Bohemian style is also incredibly comfortable, often sporting ample pillow selections and comfy floor seating arrangements.

COASTAL /coast-al/ • Adjective

This aesthetic is inspired by the beachy vibes that emanate from the famous vacation spot off the coast of the state of New York. This palette is predominantly white, usually with white washed wood paneling, flooring, or interior walls. Décor is typically nautically inclined, with navy and softer yellows and reds cropping up as accent colors.



TIPS FOR TACKLING TRIM

How to make this task trouble-free

Painting trim is easily one of the most hated tasks when it comes to repainting a room. The chance of mistakes and drips are high, and the narrow, detailed nature of most trim, including crown molding, baseboards, window and door frames, make them a pain to paint precisely.

But there's a few things that can be done to limit the amount of trim-induced stress that's sent your way.

First, as is the case with most things, it's important to invest in a high-quality brush. Using a cheaper brush could result in very noticeable brush marks on your trim, or even stray bristles getting stuck in it, which is not what you want to see after you've spent hours painstakingly painting away.

For water-based paints, a nylon or polyester brush is what you're after; for oil-based, a natural bristle brush is the way to go. You'll also want to have a couple different sizes — a 1 ½-inch and 2-½ inch brush should do — to accommodate various nooks and crannies.

Just like your walls, you need to inspect trim for damage, stains and scuff marks prior to painting. If there is a gap between the trim and the wall, it can be filled with paintable caulk, and if the previous

paint used on the trim was glossy, that should be sanded down lightly to help the new paint adhere.

After sanding, it's important to take the time to wipe the area down with a damp cloth or sponge to pick up all the extra dust and debris. Also, if you did repair work and patching, it's prudent to apply a coat of primer and let that dry before painting.

If you feel you need to, you can tape the wall off for an added layer of protection from drips and slips.

Now for the fun part — the paint! Only dip about 1/3 of your brush into the paint to avoid picking up too much product. To remove some of the excess, just tap the brush on the side of your can or container. Just as you would with painting a wall, it goes top to bottom — start with crown molding, then window and door frames, and then baseboards last.

Apply the paint in as smooth a stroke as you can muster. If you press the brush lightly, the paint will come off evenly and will level off giving you a professional quality finish. If you overwork it, brush marks will start to show.

IF TRIM IS TRIPPING YOU UP, [RETAILER NAME] IS WAITING WITH EXPERT ADVICE AND ALL THE TOOLS YOU NEED TO GET THE JOB DONE RIGHT.

AT HOME
ALC #94

Sheen CHEAT SHEET

A breakdown of the sheen spectrum from flat to high-gloss

From flat and matte to eggshell, pearl or satin, semi and high-gloss, it can be hard to know which sheen will work best for your space. For newbies who are just dipping their toes into the sheen pool, your best bet is to chat with the professionals at **[RETAILER NAME]**, who can point you in the right direction, but before you go shopping it

never hurts to have a basic idea of what you're after.

Generally speaking, the sheen spectrum — from low to high sheen — goes flat, matte, eggshell, satin or pearl, semi-gloss and high-gloss. Check out the sheen cheat sheet below to get the details on each of these options and see which one sounds like the perfect fit for your project.

HERE'S A COUPLE OTHER THINGS TO KEEP IN MIND WHEN SHEEN SHOPPING:

More sheen means more durability: One rule of thumb is the higher the sheen the better it will be in a high-traffic area that requires a bit more durability. Flat and matte sheens that have little or no shine can be quite easily scratched and marked up, so bedrooms and home offices or similar, lower-traffic spaces would probably be the only places you'd want to use those sheens in. That said, some manufacturers have developed matte finish products with durability equal to that of their eggshells. Moderate sheens like eggshell, satin or pearl, and higher sheens such as semi or high-gloss, however, can stand a lot of abuse, so they are great for busy areas. Moisture-prone areas such as the bathroom or kitchen are great candidates for paints made specifically for those conditions, ask your local expert.

Sheen affects room mood: It's important to base your sheen selection on the function of your room and using the sheen that will accommodate that, but you should also consider how it will look in that room and the overall feel you are after. For example, lower sheen paints soak up light, which helps hide imperfections, and high-gloss sheens do the opposite, reflecting light to make darker rooms feel brighter and lighter and emphasizing imperfections.

FLAT: Low-sheen with a non-reflective finish. Ideal for very low-traffic areas and ceilings.



MATTE: Low-lustre finish, relatively durable, easy to clean and hides minor surface imperfections well.



EGGSHELL: Has a soft, smooth appearance, very much like its namesake, an eggshell; slightly reflective. It's a moderately durable sheen and is a safe choice for most types of walls in your home.



SATIN / PEARL: Has a lustrous finish, and is a good option for high-traffic areas due to its durability. It can also stand some exposure to moisture.



SEMI-GLOSS: Super sleek, shiny appearance, and best for high-traffic areas and spots that get touched or bumped a lot, such as doors and trims.



HIGH-GLOSS: Creates a bright, ultra-shiny and reflective finish that almost resembles glass. Suitable for surfaces in a high-use environment.



SHEENS CAN VARY FROM MANUFACTURER TO MANUFACTURER. BE SURE TO ASK THE EXPERTS AT **[RETAILER NAME]** BEFORE YOU MAKE YOUR FINAL DECISION!



THE RIGHT WAY TO ROLL

The best way to apply paint using a roller

Applying paint on a wall using a roller may seem like an idiot-proof method, but believe it or not, there is a right and wrong way to do it.

The first thing you need to consider is the type of roller cover you use. It may be very tempting to grab the cheapest option, but using a poor-quality roller can actually result in a poor finish, even if the paint you're using is of higher quality, so don't risk it!

In most cases, a 3/8-inch nap roller will be your applicator of choice; if you have a glossier paint, however, a 1/4-inch nap roller is best, and if your wall is textured or rough, you'll want a higher one, such as a 1/2-inch or 3/4-inch.

Another item that's great to have on hand is an extension pole. You would probably associate one of these poles with painting a ceiling, but using it on the wall as well allows you to paint from ceiling to floor in one steady motion, plus it removes the need for a step ladder which is always a bonus.

To actually start the painting process, roll your roller in a paint tray filled with your paint and give it a couple of good runs through to make sure it picks up enough product. Be generous.

Directionally, you always want to paint from the top of the wall down with each pass overlapping the next by a few inches.

Don't push too hard on the roller while you're painting — really, the roller and the paint should be doing all the work! If you put too much pressure on it, you'll get heavy lines of paint on the wall and annoying little drips that cause more trouble than they're worth. If you have to push harder to get paint off the roller then it is time to reload the roller.

When you reload your roller with paint, start from an unpainted area and work your way back toward the wet area to make sure there is an even coat of color on all surfaces. If another coat is needed, make sure to wait until the previous one is dry before you start going over it a second time.

WHAT DOES 'NAP' MEAN WHEN IT COMES TO ROLLERS?

The nap of a roller refers to the length of the fibres on the roller cover. Generally the rougher the surface, the longer the fibres need to be. So, for example, painting a stucco-covered wall would require a pile depth of 3/4 to 1 inch, whereas a perfectly smooth surface would take a 1/4 inch nap roller.

IF YOU'RE JUST ABOUT READY TO ROLL, POP INTO [RETAILER NAME]!
WE TALK NAPS ON THE JOB, BUT WE DON'T TAKE THEM.

AT HOME
ALC #96

PRIME TIME

Pick the perfect primer for your project

If you've spent any time in a paint store, watching home renovation shows on TV or browsing through Pinterest, you've likely come across the instructions, "Prime, then paint," more than once. But do you know what the function of primer actually is?

Primer is a prep coat, or undercoat, that goes on your wall or materials before you paint them. It helps paint adhere to the surface properly and evenly, increases paint durability and also provides an added layer of protection from water, tannin, grease and smoke stains that can soak through your topcoat.

That being said, there are many different kinds of primer which have various properties that work with some surfaces better than others. Keep reading for a breakdown of five primer categories and why each one is designed for its specific use.

DRYWALL PRIMER: New drywall is a sponge when it comes to paint, which can result in a very uneven finish. Drywall primer will seal the porous surface and make it more receptive to new paint.

WOOD PRIMER: Clean, bare wood is hard for paint to cling onto, so an oil-based primer that will soak into it, fill the pores of the wood but not raise the grain, is the best option for a smooth, even finish.

METAL PRIMER: Once water hits bare metal, oxidation will begin and rust will form. A metal primer has components in it that will help guard against corrosion; its main function is to shield metal from moisture.

HIGH-ADHESION PRIMER: This primer is ideal for surfaces such as tile, ceramic, plastic and vinyl — basically all the slipperiest, glossiest spots that need a bit of extra help to get paint to stick. High-adhesion primer, or bonding primer as it's sometimes called, will ensure your topcoat stays put.

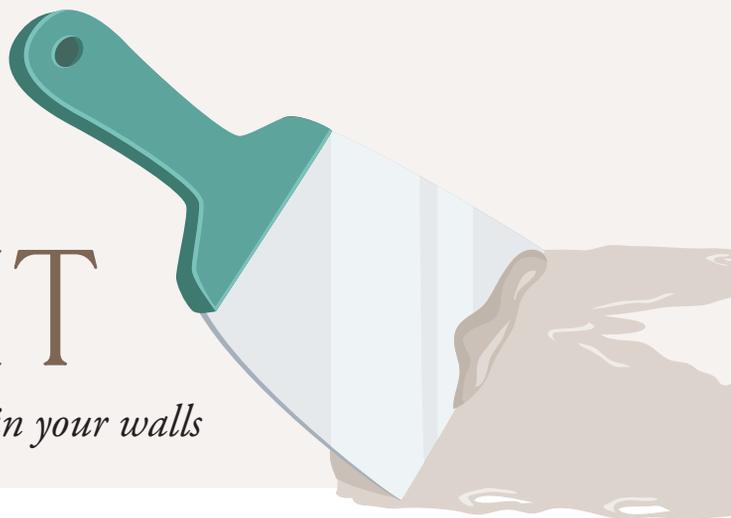
STAIN-BLOCKING PRIMER: Who wouldn't want some extra stain protection on their walls? Stain-blocking primer is great for keeping water and smoke stains from bleeding through the topcoat and revealing itself on your freshly painted surfaces.

THE EXPERTS AT
[RETAILER NAME]
ARE IN A PRIME STATE
OF MIND, SO DON'T
HESITATE TO POP
IN WITH ALL YOUR
PRIMER AND PAINT
QUERIES.

AT HOME
ALC #97

TAKE A CRACK AT IT

A quick DIY guide to repairing imperfections in your walls



As much as you wish it were true, simply painting over cracks and holes will not make them disappear. Actually, skipping the patching process will make those imperfections even worse!

The good news is it's pretty simple to fill small gaps on your own with just a little bit of time and a few simple tools.

All you need are the following: A putty knife, fine-grade sandpaper, a hammer, a sponge or cloth, a paint brush, spackle and some primer.

If you are repairing a very fine crack use the edge of the putty knife to widen the crack and remove any loose material inside. You want to make it a little deeper and wider so the filler can actually be pushed in there.

A common issue that often requires repair are screw pops, which is when sheetrock screws have popped up and show through the wall. These need to be hit with a hammer, or counter sunk, and then the indentation made by the hammer can be filled. If you're concerned about the screw popping again, you can put a sheet rock screw into the wall stud on each side of the original screw pop, which should prevent the problem from reoccurring.

Now just brush or vacuum out the area to remove dust and other debris (or you can use a damp cloth) and you're ready for the filler. If you don't clean the area, the filler may not dry or grip the surface of the wall properly.

To apply, load your putty knife with filler — either spackle or joint compound — and with even pressure, slide the knife over the area that needs to be filled. You may need to do this process a few times depending on the size and depth of your crack, be sure to wait until the previous layer is dry before adding another.

Once it's dry, very lightly sand with a fine-grade sandpaper and wipe it down with a damp cloth or sponge. Then, use a good primer to seal the filler and prevent it from absorbing the new paint you'll eventually use to cover it.

What's the difference between spackle and joint compound?

More often than not, spackle and joint compound can be used interchangeably, but there are a few subtle differences between the two that are good to know so you can pick the right material for your upcoming project. Spackle can be bought in powder form or as a ready-made paste like medium, while joint compound, sometimes referred to as drywall mud, has a much thicker consistency, closer to plaster. Spackle also tends to dry out quickly when exposed to air, so it's best for fixing small holes in plaster or drywall, where as joint compound — which dries more slowly — is better for bigger jobs that require a bit more durability.

HAVE A HOLE IN YOUR KNOWLEDGE AS WELL AS YOUR WALL? THE EXPERTS AT [RETAILER NAME] ARE READY AND WAITING TO ANSWER ALL YOUR PAINT AND DECOR QUESTIONS.

ON THE EDGE

Tips for Cutting in a Room

“Cutting in a room” may sound like a daunting technical term, but really it just means painting those difficult corners or delicate areas (like around windows and outlets or that ceiling line) with a brush to make sure edges have clean and straight paint lines before tackling the bulk of the wall with a roller.

This process doesn't require too many extra tools and will actually make the painting job move along faster!

Before starting to cut the room, if you're nervous about the steadiness of your hand or getting paint on a wall you don't want it on, use painter's tape around the edges of the ceiling, door frames, baseboards, etc. With a good quality brush this step likely isn't necessary, but if it provides peace of mind, why not?

Also, don't forget to put a drop cloth down to cover your floors and to move all furniture that can't be taken out of the room entirely away from the walls. You should also remove all your switch plates and outlet covers, being sure to tape over the outlets.

A 2.5 inch angle-sash brush will be your best friend for cutting. Using a small cup of paint and that brush, start at the ceiling line, where the wall and ceiling meet, make a line with the flat side of the brush. The trick here is simply going slow and taking your time.

Using the excess paint on the brush, feather the paint 3-5 inches down the wall from the cut line — this will improve the finish when you begin to roll the rest of the wall.

Use the same technique for all your edges and corners, using a smaller brush to get into the areas where a roller won't fit.

And that's it! You've successfully cut in your first room and learned a new term to impress your friends with when they compliment the perfection of your paint job. That's a win-win in our books.



TALK ABOUT WIN-WIN — VISIT [RETAILER NAME] FOR ALL YOUR PAINT NEEDS AND
PICK UP SOME FREE EXPERT ADVICE WHILE YOU'RE AT IT!

AT HOME
ALC #99

CLEAN SLATE

How to prep various surfaces for paint

We've all been there — you get excited about a new home reno project and before you know it, you're slathering paint on something before you've done the proper prep work.

Cleaning whatever surface you plan to paint is a crucial step that shouldn't be skipped; it helps prevent future chipping and peeling and provides a smoother surface for paint to adhere to.

(RETAILERS LOGO)

STILL HAVE QUESTIONS? THE EXPERTS AT [RETAILER NAME] HAVE ALL THE ANSWERS TO YOUR PAINT PROBLEMS!



Here's a quick guide on how to clean popular types of surfaces before you start the painting process:

WALLS: Most walls in your home will survive without a deep clean; just wipe down any areas with noticeable stains, dirt or cobwebs with clean warm water and you're good to go. The kitchen needs a bit more love because of the airborne grease or oil that has likely popped onto your walls or cabinets during meal prep. Here, warm water with some grease-cutting detergent will do the trick. Be sure to rinse thoroughly. If there is mold or mildew, that needs to be taken care of before paint is applied. The best way to do this is by treating it with four parts water and one part household bleach. Use a big sponge to wipe the solution on, let it set for a minute and then rinse with clean water. Ensure you give it ample time to dry.

FURNITURE: If your furniture is wood, the best thing to use is a wood-specific cleaner to get all the dirt and dust off of it. After allowing time for the cleaner to dry, you can then give your piece a once-over with a rag and some clean water.

METAL: Metal surfaces are a bit trickier when rust is involved. If that's the case, you first need to tackle the rusted areas with a wire brush to try and remove as much of the powdery rust surface as you can, and then prime with a rust-inhibitive primer.

GLASS: Wash the glass with warm, soapy water to remove any dirt, dust or grimy fingerprints. Then rinse it off and let it dry completely. Next, put a small amount of rubbing alcohol or white vinegar on a paper towel and wipe down the glass to get rid of any remaining soap. Once the glass dries, it is ready for paint.

UP TO PAR

A beginners guide to repainting ceilings



Even if you haven't been dancing on the ceiling, there's a good chance it will still need a fresh coat of paint every few years.

Painting a ceiling isn't much different than painting a wall, but there are a few things you can do to make the job easier and faster. Take a peek at the steps below for our favorite tips and tricks.

PREP: Don't forget to put down a drop cloth — painting ceilings can be a very messy job, so it's wise to plan ahead and make sure you have something to cover the floor and furniture. Also, consider wearing a hat; you'll be happy you did later on when you don't have to spend the night washing paint out of your hair.

TAPE: If you're not planning on painting the walls, you can tape around the edges of the ceiling for a nice, clean line. Then you can cut in using a 2-inch sash brush and a smaller cup of your paint (one that is easier to hold going up and down a ladder than the full can) and begin to stroke away from the edge and work the paint back toward the tape, painting a few inches onto the ceiling and feathering the edge.

ROLL: Now it's time to rock 'n' roll — emphasis on the roll. For smoother ceilings use a low-nap roll cover, but for textured ceilings or the more dramatic popcorn ceilings, you'll need a roller sleeve with a deeper nap which will hold more paint to get into those grooves.

PAINT: Attach that roller to an extension pole and start painting from the corner of the ceiling nearest to a window, so you can see where you have already painted (the light will reflect onto the wet paint). Roll in the direction of the light source and not across it. Don't press too hard on the roller — that may cause some splatters and drips — and be sure to roll slowly as you get closer to the walls to avoid hitting them.

Keep your roller loaded up with paint. When you have to re-load, start up again in an unpainted area of the ceiling and work toward the wet area. Do the whole ceiling in one session so that it dries evenly and wait until the first coat is completely dry before adding a second.

IN OVER YOUR HEAD WHEN IT COMES TO PAINTING CEILINGS? TAKE A TRIP TO [RETAILER NAME] FOR ALL THE INFORMATION AND SUPPLIES YOU'LL NEED TO GET THE TOP OF YOUR ROOM IN TIP-TOP SHAPE.

AT HOME
ALC #101

THE 60-30-10 RULE OF DECORATING ANY SPACE

Pull together the perfect color scheme with this timeless formula

Shhh! We'll let you in on the little secret behind those swoon-worthy rooms as seen on TV, magazines and décor websites. It's as simple as 1-2-3, or more accurately, 60-30-10.

The reason your favorite spaces look so elegantly harmonized is that they are professionally pulled together using the 60-30-10 rule of design. The color scheme has been divided into percentages: 60 per cent is the room's main color, 30 per cent is the secondary color and 10 per cent is the accent color.

Let's look at it another way. The 60-30-10 rule is like a well-tailored business suit; 60 per cent of the ensemble's color comes from the jacket and pants; 30 per cent is the dress shirt; and the final 10 per cent is the jazzy necktie that gives it that certain little *je ne sais quoi*. If you understand the rule, then you'll understand the principle behind decorating any room. It will also help you to collaborate and communicate with your interior designer to create the look you want.



60/THE MAIN COLOR

In a living room, this would include the walls and perhaps an anchor piece of furniture like a large sofa. This unifying color is the foundation for the room and it serves as a backdrop for what else will come into the space.

30/THE SECONDARY COLOR

In general, this color appears half as much as the main color. Think window draperies, accent chairs, painted furniture, lighting, linens or perhaps a single accent wall. The secondary color's job is to support the main color in a complementary way and yet, look different enough to set it apart and create interest.

10/THE ACCENT COLOR

This is where the real fun comes in. You'll likely find the accent color from artwork in the room or from a large fabric print, such as an area rug, and use it to choose throw pillows and other decorative accessories. Remember, a few bold choices can have a big impact.

Can you break the tried and true 60-30-10 rule? Why, of course. There are ways to break the rule and still strike a balance by going 60-30-5-5 or even 30-30-20-20, you rebel, you! You can also play with a monochromatic color scheme, applying the 60-30-10 rule to varying shades of the same color.

While some rules are made to be broken, keep in mind that they are also helpful when we need a bit of direction. That's certainly true in decorating. If you're unsure about introducing bold hues or striking balance in your space, the 60-30-10 rule is definitely the key to color confidence.

[RETAILER NAME] CAN WORK WITH YOU TO CHOOSE A 60-30-10 RATIO THAT WILL BRIGHTEN AND BALANCE YOUR ROOM USING CLASSIC AND CONTEMPORARY COLORS

AT HOME
ALC #102

WE'RE DA BOMB

(SPRAY BOMB, THAT IS)



(RETAILER NAME) will put your favorite custom paint into an aerosol spray can

Imagine duplicating your favorite color as a one-of-a-kind spray paint that can be applied to metal, wood, vinyl, glass or canvas. Now stop imagining – because **(RETAILER NAME)** can actually do that for you!

Our in-store spray paint system allows you to take any custom paint and put it into a handy spray can ready for creating amazing DIY projects or doing quick touch ups in difficult-to-paint areas. Bring in your latex or alkyd paint or tell us the specific color and type of finish you want (ultra-flat, low lustre, semi-gloss or high-gloss) and we'll fit the unique paint formula inside an aerosol can suitable for all your spray bombing needs.

Creating custom colored “spray bombs” for your special project is just one of the many benefits of bringing your DIY project to us, whether you come in to shop or to pick up some of our expert advice. We understand that starting a new project can be intimidating and complicated, but we're here to simplify the process and walk you through the steps to achieve the results you want.

As an independent paint retailer, we deliver unparalleled customer experience, whether you are looking for interior or exterior, premium or commercial-grade paint or stain. Our color-match experts are ready to help you mix the right color with the right paint to get the right results. Plus, unlike the big box stores, we treat each of our customers like a friend, not a number. That means no matter what you come in looking for, you'll always find a welcoming atmosphere and personalized, unrushed service.

In addition to paints, stains, tools and accessories, we offer a wide range of brand-name products to help you take on a new project or finish up one that's already in the works. If you need a quick bit of advice, a product recommendation or to be steered in the direction of a local installation expert, our in-store team of experienced and knowledgeable professionals are happy to hear your ideas and share their expertise with you.

Whether you're a handy homeowner, a commercial contractor or an interior designer, we've got the paint, tools and advice you need to turn your next project into a job well done.

WHAT A DEAL! COME IN TO **[RETAILER NAME]** FOR ALL YOUR PAINT AND HOME DÉCOR NEEDS AND GET ALL THE FREE EXPERT ADVICE YOU CAN CARRY!

AT HOME
ALC #103



WE WALK THE CAULK TALK

(RETAILER NAME) offers custom colored caulking — plus so much more in store!

Our in-store color match system will blend a perfect shade of caulk that has been custom colored to match your wall paint. Excellent for use in a variety of areas including walls, tile, countertops and backsplashes, wood trim, vinyl moulding and baseboards, around windows and doors – and even on metals, plastic, stone, stucco and brick.

Creating custom colored caulking especially for your project is just one of the many benefits of bringing your DIY project to **(RETAILER NAME)**, whether you come in to shop or to pick up some of our expert advice. We understand that starting a new project can be intimidating and complicated, but we're here to simplify the process and walk you through the steps to achieve the results you want.

As an independent paint retailer, we deliver unparalleled customer experience, whether you are looking for interior or exterior, premium or commercial-grade paint or stain.

If you're concerned that ugly caulk strips will distract from your beautiful new paint job — stop your worrying and save the frown lines, because we can help!

Our color-match experts are ready to help you mix the right color with the right paint to get the right results. Plus, unlike the big box stores, we treat each of our customers like a friend, not a number. That means no matter what you come in looking for, you'll always find a welcoming atmosphere and personalized, unrushed service.

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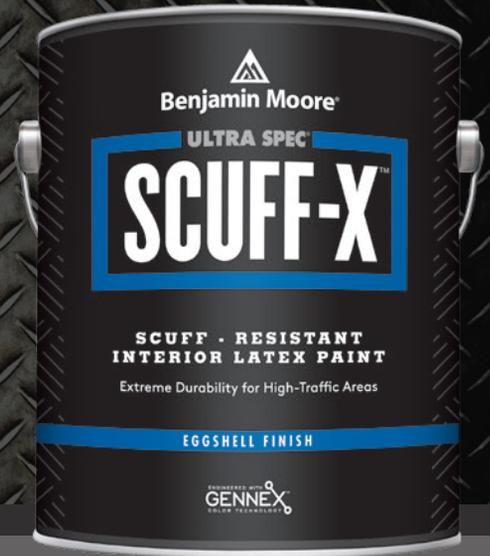
Whether you're a handy homeowner, a commercial contractor or an interior designer, **(RETAILER NAME)** has all the paint, tools and advice you need to turn your next project into a job well done.

WHAT A DEAL! COME IN TO **[RETAILER NAME]** FOR ALL YOUR PAINT AND HOME DÉCOR NEEDS AND GET ALL THE FREE EXPERT ADVICE YOU CAN CARRY!

AT HOME
ALC #104

WALL PROTECTION INTERVENTION

With Benjamin Moore's scuff-resistant paint designed to protect high-traffic areas



Time is money – and having to constantly touch up high-traffic public areas like hallways and stairwells, lobbies, gyms and other busy spaces is both costly and time consuming. That's why Benjamin Moore has introduced Ultra Spec® SCUFF-X™, a revolutionary, single-component latex paint that resists scuffing before it starts.

This high-performance product is specifically engineered to deliver outstanding protection in the toughest areas, delivering superior durability and scuff-resistant properties without the strong odor, pre-mixing, short pot-life and other application issues related to similar products. Best of all, SCUFF-X will retain its high quality appearance much longer and with minimal maintenance.

THE SCUFF-X ADVANTAGE:

- Proprietary scuff-resistance formula
- Single-component paint
- Washable
- Quick dry
- Great touch-up
- Spatter resistant
- Easy application
- Low odor
- Qualifies for LEED® v4 credit
- Collaborative for High Performance Schools (CHPS) certified
- Contains anti-microbial additives that inhibit the growth of mold and mildew on the surface of the paint

Imagine the possibilities of using SCUFF-X in a wide range of facilities and environments where it is important to make a good first impression and maintain a professional appearance, such as:

HOTELS & RESTAURANTS: In an industry defined by exceptional customer service, extended downtime due to painting and touch ups is not acceptable. SCUFF-X allows guest rooms, hallways, lobbies, stairwells and dining rooms to be painted and rapidly returned to service with minimal disruption.

SCHOOLS & UNIVERSITIES: From dodgeball to dorm life, student activities can take a toll on primary, secondary and high education learning spaces. SCUFF-X keeps the walls of corridors, lecture halls, gymnasiums, locker rooms and dorms looking fresh and resistant to scuffs or stains.

HOSPITALS & HEALTHCARE: For environments in which patient health is of primary concern, maintaining clean, unsoiled walls is key. SCUFF-X is low-odor, low-VOC and its anti-microbial additives makes it an ideal choice for busy waiting areas, exam rooms and medical laboratories.

OFFICE & RETAIL ENVIRONMENTS: Projecting a professional image directly impacts the customer experience. SCUFF-X's high-performance coating can protect walls from unsightly scuff marks appearing in occupied areas ranging from conference rooms to dressing rooms.

SEE THE BENJAMIN MOORE EXPERTS AT [RETAILER NAME] TO LEARN MORE ABOUT THE SCUFF-X™ ADVANTAGE IN COMMERCIAL, RETAIL AND INSTITUTIONAL ENVIRONMENTS

AT HOME
ALC #105

MATCH GAME

Ways to get quickly reacquainted with what you've painted



It's a no-brainer to store leftover paint for future touch ups. Yet, keeping track of all those glorious colors used on the walls is a simple but often overlooked task once a paint job is complete.

(RETAILER NAME) keeps a computerized record of customers' previous paint orders, which saves you time and the hassle of having to play "Guess the Color" when it comes time to reorder. It also gives you a head start at the paint desk if you

need to rely on color-matching technology to mix up a batch of paint in the color and finish you need.

Yet, even with technology at our fingertips, cataloguing your paint colors, brand, and sheen the traditional way is still a smooth move. Try these ideas for keeping track of your previous paint choices.

STIR STICKS: Dip an unused paint stirrer or a Popsicle stick into the paint to make a color swatch. Write the date, name of the color, order number, finish (flat, eggshell, satin, semi-gloss, etc.) and the room it was used in on the other end of the stick. Then tie all of the stir sticks together.

PAINTER'S TAPE: Record the paint brand, name of the color, type of finish, order number and date on a piece of painter's tape, then attach it to the back of an electrical outlet cover or switch plate. For future reference, also jot down the amount of paint used in that space.

INDEX CARD: Paint a sample of the color on an index card, then write down the brand, name of the color, type of finish, order number and the room it was used in. Once dry, tuck your index cards inside a photo album with plastic protective covers. Voila: a handy and portable reminder of past paint jobs.

ON THE LID: Often, paint can labels get covered in paint drips. Use an index card to record the information you need along with a sample smear of color. Attach the index card to the lid of the paint can, securing it with transparent tape.

COUNT CHIPS: Hold on to your paint chip cards, taping them inside of a cupboard or drawer in the room they were used in. You'll always remember where they are kept plus, if you move in the future, the paint chips will stay behind as a handy reference for the new homeowners.

How Does Color Matching Work?

When an exact color match is needed, your paint store's expert color technician can use their keen eye or turn to technology called a *spectrophotometer*. Hooked up to a computer, this device is able to measure color electronically by shining a light on a paint sample or an object that is the color you want to match. It takes an intricate reading of each wavelength of light reflected off the object, then calculates the precise amount of color pigments it will take to make as close a match as possible. The computer will then do the measuring and pouring of the paint formula.

See the color matching experts at **[RETAILER NAME]** to find an existing color or create something new from a fabulous color you want to replicate as paint.

THE NITTY GRITTY ON SANDPAPER

We scratch the surface on this must-have tool before your next sanding job

Sandpaper provides the necessary roughness in DIY projects. It's what delivers the smoothness of a painted wall or ceiling, the high shine of a varnished table surface and the gleam of a hardwood floor. The secret to getting these sleek results is in choosing the right abrasive paper.

Of course, not all sandpapers are made equally and they are not supposed to be. Different sandpapers achieve different results and are rated numerically according to the size of the grit particles.

THE BIGGER THE PARTICLE = COARSER THE GRIT = THE SMALLER THE NUMBER.

THE SMALLER THE PARTICLE = FINER THE GRIT = THE HIGHER THE NUMBER.

For example, coarser paper removes unwanted material (think bubbling, peeling paint) faster and with less effort – but can easily damage projects that require a more delicate touch. Finer paper is better for sanding down paint, metal and other hard surfaces such as wood trim. Here are the most common sandpaper grits:

40-80 GRIT

Coarse grit is a good choice for rough sanding as it removes peeling paint and unwanted materials with ease. Recommended for removing stock quickly, such as sanding with a belt sander. NOT for fine pieces such as furniture or baseboards.

100-150 GRIT

Medium grit sandpaper is a good starting point for most home projects as it's hard to go wrong with grits in this range. Works well on difficult surfaces by applying extra pressure or for preserving fine materials by easing up on the pressure. Good for unfinished wood or removing old varnish.

180 TO 220 GRIT

Fine sandpaper is always for second- or third-round sanding; you would never start a project with this grit. Ideal for removing scratches left by coarser grits on unfinished wood, lightly sanding between coats of paint, or to "roughen" down glossy paint when preparing to apply another coat.

1. Always start with a grit that is coarse enough to quickly remove surface imperfections and then follow with a finer grit sandpaper. Each successive grit will erase and smooth over the scratches of the harsher grit used previous until the surface looks and feels smooth.
2. If you choose a sandpaper grit that is too abrasive, you can end up making non-repairable scratches or gouges in walls or trim. At the same time, if you choose a starting grit that is too fine, then you may be pushing sandpaper for a very, very long time before you see any results.
3. The best advice is to choose the sandpaper grit most appropriate for the job and then work your way towards a finer grit and a smooth, finished surface.

ASK THE EXPERTS AT [RETAILER NAME] TO RECOMMEND QUALITY SANDPAPER & THE TOOLS YOU NEED TO PREPARE YOUR HOME SURF

AT HOME
ALC #107



TOUCHING UP IS (NOT) HARD TO DO

How to spot paint scratches, marks and dings without repainting the entire room

It happens. In the rush of daily life, walls in high-traffic areas of the home get scratched and scuffed. With a bit of time, patience and procedure, you can touch up those marks and keep your walls looking fresh and smooth. Before you start in on the six-step process below, remember that the ability to touch up a painted surface depends on the gloss and color of the original paint product, whether it is alkyd (oil-based) or latex, as well as the length of time it has been on the surface.

POP IN TO [RETAILER
NAME] FOR ALL THE TIPS
AND TOOLS YOU NEED
TO MAKE QUICK WORK
OF ANY PAINT TOUCH-UP
JOB IN YOUR HOME.

STEP 1: CLEAN THE WALL SURFACE

Dirt, dust and grime build up can affect paint adhesion so it's important to wipe down your wall before beginning. Using a sponge, lightly clean the work area with a mixture of mild detergent and water.

STEP 2: REPAIR DIVOTS AND DENTS

Premixed spackling compound can fill in any dents, nail holes or deep scratches that have accumulated on your wall. Before applying, smooth the surface with a fine-grit sandpaper, then use just enough compound to fill the hole or crack. Wipe away any excess with a damp cloth and allow it to set (this takes a few hours) before lightly sanding it again.

STEP 3: PRIME THE AREA

To ensure proper paint adhesion and color blending, you must prime the repair area before painting. If you skip this step, the touched-up spot will stand out from the rest of the wall surface. Apply the primer just to the repair area and allow it to dry completely.

STEP 4: USE THE SAME PAINT

It's always wise to store leftover paint so that you can use it for making repairs. In fact, your touch-up paint should be from the original can – otherwise, matching colors could be mission impossible. If that's not possible, return to your paint store and ask for the same brand, color and finish (flat, eggshell, semi-gloss, gloss). Bonus tip: Alkyd paint loses 30% of its gloss after a few months, making new touch ups appear too glossy for several weeks – even if from the original paint can. Generally, latex paint makes touch ups easier because the paint's age does not affect gloss or color.

STEP 5: USE THE SAME APPLICATION TOOL

If the wall surface was originally painted with a roller, use a roller to touch up the paint finish. Brushes and rollers will leave different surface textures, making necessary repair jobs quite apparent.

STEP 6: INSPECT ONCE DRY

Let the paint dry before doing a visual inspection. You will want to see how it looks at different angles as well as in both natural and artificial light. Remember, even though you know where the patch is, visitors will not be able to spot it once the paint dries and ages.

WOOD BLINDS: FRIEND OR FAUX

Discerning between genuine or imitation wood blinds

As elegant as they are resilient, wood blinds add natural color, character and warmth whether your taste runs from classic to contemporary. When shopping for window coverings to style your home, you will be faced with the choice between authentic wood blinds and faux wood blinds. Other than the obvious, is there much of a difference? In short, yes.

WOOD BLINDS REFINED QUALITY, NATURALLY

If you're seeking to add genuine organic elements to your décor or prefer eco-friendly alternatives, wood blinds are for you. Like a refined piece of furniture, wood blinds do not go out of style; their distinct fine grain and natural texture bring a sense of sophistication to any space.

It's important to find out where wood blinds are sourced, as most are made out of North American hardwoods from sustainable forestry practices.

What most people love about wood blinds is that their attractive patina and unique details are undeniable and cannot be exactly replicated. Because of their naturally strong construction, they provide effective insulation all year around, while offering excellent privacy and protection from harsh sunlight. They are lightweight, durable and available in a wide variety of sizes and stain colors.

The drawback to genuine wood blinds is that they do require some extra care to prevent scratches or damage when cleaning, as they cannot be wiped with harsh chemicals. However, wood only improves over time, ensuring that with the right amount of care, they can last throughout the lifespan of your home.

FAUX WOOD EVEN BETTER THAN THE REAL THING

"Faux" means imitation or artificial. While faux wood blinds are designed to look like what's only found in nature, they are made entirely out of composite wood material, PVC/vinyl material, or have a wood core coated in a high-tech synthetic polymer. There are many benefits to this.

For one, these materials are very durable, shielding your blinds from warping, fading or cracking if exposed to too much moisture or sunlight. This resistance makes them especially suitable for rooms with high humidity – bathrooms, laundry rooms, basements and kitchens, as well as in coastal or tropical climates.

Secondly, and often most important, faux wood blinds are affordable. They are an economic way of incorporating a "natural" look that fits your budget. Lastly, they are also easy to clean with water and home cleaning products without worrying about causing damage.

As versatile and as inexpensive as faux wood blinds are, one downside is that they tend to be heavier than their real wood counterparts. This can make them slightly more difficult to raise or lower on a large window.

**"WOOD" YOU BE LOOKING FOR BLINDS? VISIT [RETAILERS NAME] TO VIEW
OUR WIDE SELECTION OF MODERN WINDOW COVERINGS.**

AT HOME
ALC #109

HOW MUCH WALLPAPER WILL I NEED?

A little math goes a long way to buying enough for your project

GENERAL MEASUREMENTS:

Roll Length: Yards: _____ Inches: _____

Roll Width: _____ Repeat : _____

Measurements: Width _____ Height _____

CALCULATING PATTERN REPEAT

Unless you have purchased wallpaper in a solid or simple texture, it is patterned. The pattern repeat is the vertical distance between where the pattern is identical again (repeats). Pattern repeat will affect the number of wallpaper rolls you need and how you will hang it. (If the wallpaper pattern is random, you don't need to worry about matching any pattern at all.)

Patterned wallpaper is a little tricky because you must account for the number of pattern repeats that will fit your actual wall height. When working with a drop match, know that a drop match pattern requires only half the number of inches as its repeat measurement.

ESTIMATING AMOUNT OF WALLPAPER

STEP 1: Calculate Working Height Per Strip

Height: _____ " \div Repeat _____ " = _____ Round up = _____ x Repeat _____ " = _____ " Working Ht

STEP 2: Calculate Strips per Roll

Length Per Roll: _____ \div Working Height per Strip _____ " = _____ Round down = _____ Strips per Roll

STEP 3: Calculate # Strips to Cover Width of Wall

Width of Wall _____ " \div Roll Width _____ " = _____ Round Up = _____ Strips to Cover Wall Width

STEP 4: Calculate # Rolls to cover Wall

Strips to Cover Wall _____ \div # Strips per Roll _____ = _____ Round Up = _____ DBL Rolls Total

THE WALLPAPER EXPERTS AT [RETAILER NAME]
REALLY MEASURE UP! VISIT OUR SHOWROOM FOR
THE LATEST WALLCOVERING TRENDS, TIPS & TOOLS.



GETTING RID OF THE ELEPHANT IN THE ROOM

8 Steps to Removing That Old Wallpaper

It's hideous. We're talking about that old wallpaper you inherited from the previous homeowners that's been like an elephant in the room since you moved in. But you can't ignore it any longer and now it's time to give that ugly wallcovering the heave-ho!

Removing old wallpaper is not terribly difficult, although it does take some patience. Some wallpapers can be stripped dry, while others will require a few more steps to take it off the wall without damaging it further. Let us walk you through it.

TOOLS YOU'LL NEED:

- Wallpaper scoring tool
- Sharp utility knife
- Broad putty knife
- Sponge
- Spray bottle
- Commercial wallpaper remover solution
- Liquid dish detergent or fabric softener

8 EASY STEPS FOR REMOVING WALLPAPER

1. Cover the floor with a protective plastic sheet or drop cloth. Lift off a small section of wallpaper in an inconspicuous corner to test how much of a challenge removal will be. Fingers crossed that there is only one layer of wallpaper under there. If not, the job will take you longer to finish.
2. "Strippable" wallpapers are made for easy removal. Test if your paper is strippable by prying a seam edge loose using a utility knife and tug gently. Pull down at an angle, keeping both hands close to the lifting edge. If it comes off in one long sheet without adhesive residue, removal should be pretty straight forward. Hooray!
3. If the wallpaper does not come off easily, use a scoring tool to make tiny punctures in the material so that remover can penetrate the wallpaper surface faster. Be especially careful not to press too hard and gouge the drywall or else you'll have to make repairs afterward.
4. Spray the remover solution on the area and let it soak in. You may need to apply it several times. You can also try mixing liquid detergent (or fabric softener) in a bucket of warm water, then sponge it onto the wallpaper to help soften the paper.
5. After several minutes, try stripping the wallpaper by hand. If the backing is left, it can be scraped off with a broad putty knife.
6. For particularly stubborn paper or multiple layers of paper, consider using a steam wallpaper stripper to make your job faster and easier.
7. After the wallpaper and backing are removed, spray the wall with the remover solution again and scrape off any remaining spots that were left behind. Wipe down the wall with a damp cloth or sponge several times until the walls feel clean. Slippery, slimy walls mean paste residue is still on the walls. Keep rinsing until there is no trace and let it dry for a few days.
8. If you are repainting the walls, be sure to sand them down with 80 or 100 grit sandpaper, then dust well before painting. This will allow the new coating to adhere better.

VISIT [RETAILERS NAME] TO VIEW OUR EXTENSIVE COLLECTION OF WALLPAPER AND
CHOOSE A BRAND NEW LOOK FOR YOUR ROOM.

AT HOME
ALC #111

BLACKOUT BEDROOM

If sleep is elusive, invite slumber into an artificially darkened room

Jet lag, insomnia, shift work, or a newborn keeping you up at all hours can have you pining for a sound, peaceful and uninterrupted sleep – even while the rest of the world is awake. The trick to fooling your brain into thinking it's time to sleep is controlling the amount of light and creating a darkened space for drifting off to dreamland regardless of what the clock says.

[RETAILERS NAME] CAN HELP YOU SEE THE LIGHT – OR NOT. TALK TO US ABOUT OPTIONS FOR CREATING A SPACE FOR QUALITY SLUMBER.

BLACKOUT CURTAINS

Floor-to-ceiling blackout curtains can block the light coming from outside, even absorbing most noises so that you can relax and focus on getting some much needed sleep. These curtains can provide a great deal of room darkening benefits, but it is dependent on the fabric, material type and color. Naturally, sheer fabrics soften and filter outside light, while more opaque fabrics darken a room by blocking out nearly all light.

"NIGHT" SHADES

Shop for window shades that are designated for privacy and light control. Not only will many of them provide maximum light-blocking qualities, they can usually minimize light gaps, seams and rout holes that let brightness in. Remember, window shades and blinds cannot completely eliminate incoming light; there will always be some slight gaps. Add drapery to your night shade to solve the issue of light gaps for the ultimate dark experience.

ADD A DARKENING LINER TO BLINDS OR DRAPERY

Many shades and draperies have the option of a liner sewn in back to back with the fabric face to block out light. For greater flexibility, add a separate liner behind drapes (same idea as a shower liner behind a shower curtain) that can operate independently, yet provide an added layer of protection against unwanted light, heat and noise.

OTHER OPTIONS THAT LIMIT LIGHT:

- **Cellular Shades:** Some manufacturers produce blackout cellular shades that operate up and down inside a channel to eliminate light seepage on the sides.
- **Roman Shades:** Roman shades can be made with a blackout lining to control the amount of daylight.
- **Shutters:** Shutters offer a limited amount of light blocking, but can still be effective. For optimum opacity, go with a wider slat that is 4½ inches instead of the usual 2½ inches.
- **Duveltyne:** Film production crews use this heavy cotton material (known as Commando Cloth) to temporarily mask windows and block out unwanted light. It comes in 8 oz., 12 oz. and 16 oz. (the heaviest is the most opaque) and can be made into custom drapery.

MADE IN THE SHADE

They may look similar, but honeycomb and pleated shades are quite different

To the untrained eye, pleated shades and honeycomb shades (also known as cellular or cell shades) are practically the same thing. They're made from similar materials that bring softness and texture to a window, serve the same purpose and operate in much the same way. Both are available in translucent, light-filtering or opaque, room-darkening fabrics to control light. So, what's the big difference?

HONEYCOMB PROS AND CONS

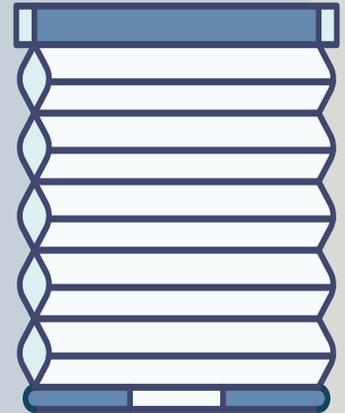
- Pro: Provides better insulation than most window coverings.
- Pro: Compresses tightly when raised to optimize views.
- Pro: Pleats retain their shape very well over time.
- Pro: Can be made in a cordless version, & top-down/bottom-up operations.
- Pro: Available in an unlimited selection of colors.
- Con: Hard to clean inside the cells if insects & dust gets in.
- Con: Can stain as it is made from fabric.
- Con: Costlier than pleated shades.

PLEATED PROS AND CONS

- Pro: Less expensive than honeycomb shades.
- Pro: Compresses tightly when raised to optimize views.
- Pro: Can be made in cordless version, & top-down/bottom-up operations by some manufacturers.
- Pro: Available in an unlimited selection of colors.
- Con: Offers less light control & privacy.
- Con: Cords run through holes in the blinds & let in tiny pinpoints of light.

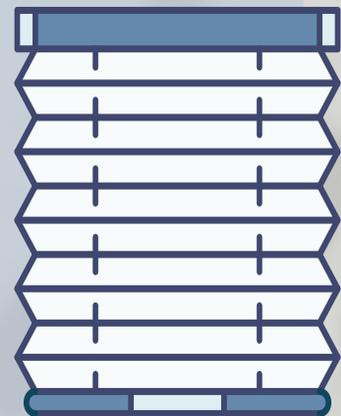
HONEYCOMB SHADES

Take a peek at these shades from the side and you'll discover a unique "cellular" design that resembles how a honeycomb is built. The cells effectively trap air, creating better insulation and protection from noise, light and heat loss/gain. For this reason, honeycomb shades are recommended for homeowners wanting their window coverings to provide energy savings.



PLEATED SHADES

They may look like honeycomb shades from the front, but pleated shades do not offer the same amount of insulation because they consist of only a single layer of fabric. They are, however, a durable and affordable option for quality window coverings. They have a small stack when raised fully to the top of the window, hide the shade neatly behind a decorative valance if you prefer it tucked out of sight.



WHAT TYPE OF SHADE HAS A PLACE IN YOUR SPACE? TALK TO THE EXPERTS AT [RETAILERS NAME] TO FIND OUT.

HANG WALLPAPER LIKE A PRO

*...starting with the
right tools for the job!*

Hanging wallpaper can be done with many tools and supplies you likely have in your toolbox – and any you need to purchase are affordable, easy to use and will come in handy for years to come. If this is the first time you've put up wallpaper, you'll want to take things slowly... including measuring twice and cutting only once. Of all the tools you'll need to have, none are more important than patience!

MEASURING & SURFACE PREP

Before getting started, you'll likely need to prime the wall and paint it the background color of your wallpaper. Remember, it must cure before you install the wallpaper. Fill any cracks or holes and sand down rough spots to make sure your surface is both smooth and clean. To ensure the wall is properly sealed, choose a wallpaper primer or one that is oil- or alcohol-based.

A pencil, tape measure and a level/plumb bob (a lead weight suspended from a string and used as a vertical reference line, or plumb-line, that finds what is exactly vertical or "true") are good tools to have on hand.

PRE-PASTED VS. UNPASTED

Many wallpapers come pre-pasted, meaning that the adhesive is already applied to the backing. This makes your job easier as you won't need

to use wallpaper paste during application. However, you will need a tray or bucket of water to wet the pre-pasted strips.

If your wallpaper is unpasted, you'll need to apply paste to the wall, the paper, or both using a roller or a brush. You may also need to let the paste "cure" for a few minutes before applying. Check both your paper and paste for instructions.

A SMOOTH FINISH

To achieve a professional finish, rely on smoothing brushes to get out any air bubbles and wrinkles as well as seam rollers to press the seams where the wallpaper strips meet. Tip: don't press too hard, which can cause too much adhesive to seep out and weaken the seam. Excess paper can be cut with a trimming tool such as a sharp utility knife and a straight edge as a guide. Use a clean sponge to wipe away extra adhesive.

TO HANG PRE-PASTED WALLPAPER, YOU'LL NEED:

- Wallpaper primer
- Smoother
- Seam roller
- Plumb bob
- Clean roller & handle or paper hanging tray
- Sharp utility knife & straight edge
- Bucket of clean water, sponge or clean rags
- Drop cloth
- Tape measure

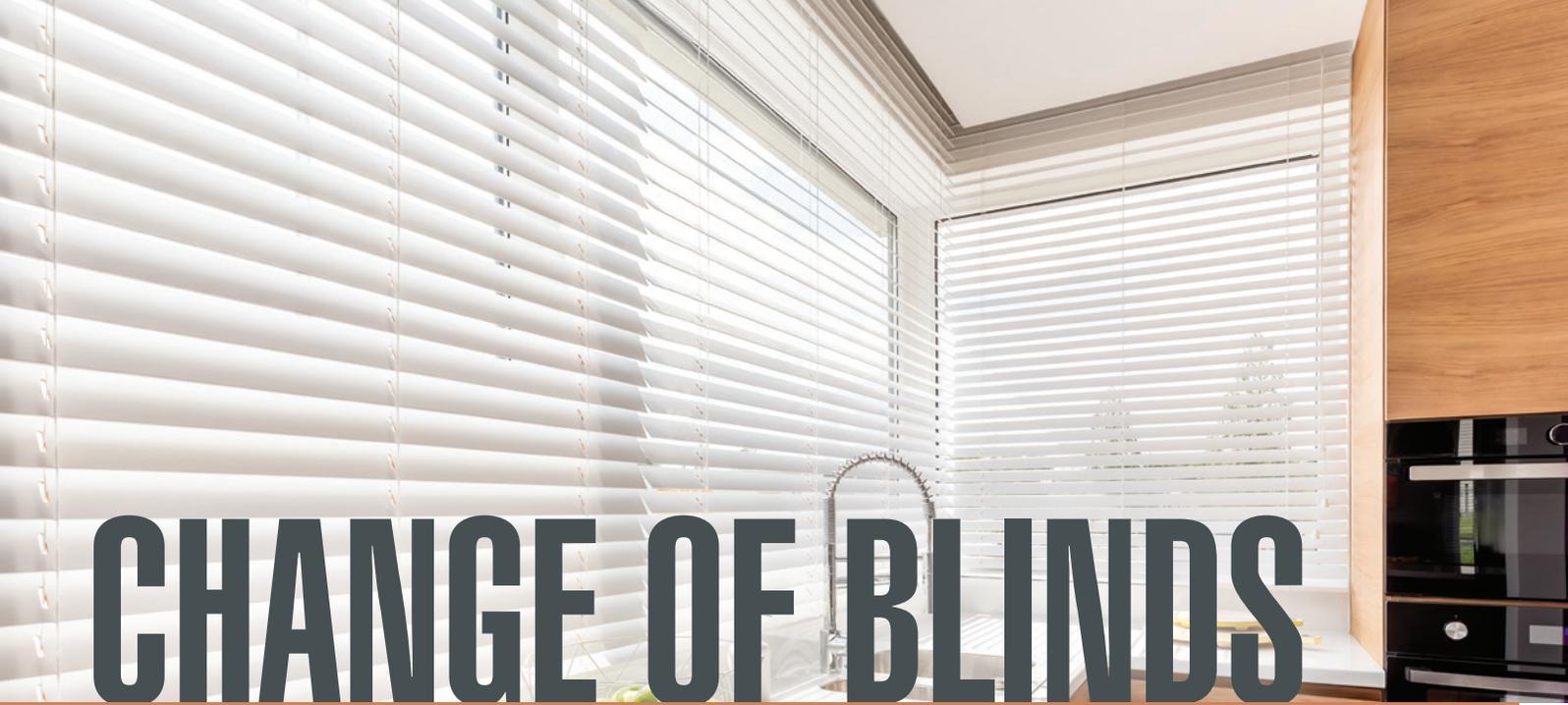
TO HANG UNPASTED WALLPAPER, YOU'LL NEED:

- Wallpaper primer
- Wallpaper paste
- Smoother
- Seam roller
- Plumb bob
- Clean roller & brush
- Tray
- Sharp utility knife & straight edge
- Bucket of clean water, sponge or clean rags
- Drop cloth
- Tape measure



[RETAILER NAME] HAS ALL THE WALLPAPER TOOLS & SUPPLIES YOU NEED. SHOP OUR
IN-STORE SELECTION & GET A FEW HELPFUL HINTS WHILE YOU'RE HERE!

AT HOME
ALC #114



CHANGE OF BLINDS

These classic window treatments are wonderfully adjustable

Some people may have a “blind spot” when it comes to window treatments, yet horizontal and vertical blinds are a great option. With the tug of a cord, blinds can be adjusted for mood or occasion. They can be kept tightly closed for privacy, tilted open to allow in the desired amount of natural light, or pulled back from the window to provide an unobstructed view.

PULL THE CORD ON CHOOSING WINDOW BLINDS

Horizontal blinds work great on midsize to smaller windows in homes, offices and cottages. Vertical blinds are ideal for wider windows or sliding glass doors as they can be gathered off to one side rather than at the top of the window. Both types of blinds come in a range of materials, including aluminum, wood, woven woods (which are made of natural grasses, reeds, jute or bamboo and look more like shades) and faux woods; and of course, sheer or opaque fabrics.

To choose blinds that will not look dated, pick a neutral that is closest to the color of the trim. This way, if you decide to change the color of the room, the blinds will not need to be replaced.

Consider how you want your blinds to raise and lower: top-down, bottom-up, or a combination of both? You'll need to think about privacy and light issues before making the decision.

Do you need a top treatment? If choosing roller blinds, for example, it is recommended that you install a top treatment that will hide the roll-and-clutch mechanics of the blinds.

Blinds can be mounted inside the window casing or outside of it. Inside-mounted treatments provide a clean look that highlights the window trim around the window. They are great for deep sills. But sometimes, the window isn't deep enough for inside mounting. An outside mount overlaps the trim, creating the appearance of a larger window.

BEYOND WINDOWS

FRENCH DOORS: Any blind you choose for a window can also work on a door. If you're looking for a consistent look, use the same window treatments on the door in the room. You can add brackets to keep the blinds in place at the bottom of the door when it opens or closes.

SLIDING DOORS: Dress up a sliding patio door with verticals, which can be installed within the frame or over the frame as an outside mount.

BAY WINDOWS: Take proper measurements in order to minimize gaps where the products meet. Bay windows can be treated the same as any other window as long as there are places to secure cords along the mullions of each window. Otherwise, cordless options may be necessary.

[RETAILER NAME] WON'T TURN A BLIND EYE TO ANY WINDOW TREATMENT OPTIONS.
ASK US WHICH DESIGNER BLINDS WOULD BE MOST AT HOME IN YOUR ROOMS.

AT HOME
ALC #115

PAPERED TO PERFECTION

Make a seamless transition from wallflower to wallpower

Today's wallcoverings are not your grandmother's wallpapers (thankfully). With all due respect to grandma, modern wallcovering design covers every taste from classic to contemporary and applying

the latest technology means they are easier to remove and provide greater durability than ever. The marketplace has unlimited wallpaper options for transforming a space with pattern, color and texture.

VINYL WALLPAPER

Vinyl is very popular because it's simple to install, easy to remove and washable with the wipe of a cloth.

- **Solid vinyl** wallpaper is made completely of vinyl and is ideal for bathrooms or kitchens where it is exposed to high humidity. It holds up well in high traffic areas.
- **Vinyl coated** wallpaper is made of paper that is coated with a protective layer of acrylic vinyl, so it is washable, resistant to heat, humidity and grease.
- **Paper backed** vinyl is paper backing laminated with a solid sheet of vinyl. It is thicker than many types of wallcoverings for greater durability, and is resistant to stains. It is not recommended in bathrooms or extremely humid spaces.
- **Fabric backed** vinyl is a layer of woven fabric laminated to a sheet of solid vinyl facing. Great for high traffic areas, it is durable, easy to clean and hides surface imperfections well.

EMBOSSSED WALLPAPER

So many feels! Designs are pressed onto a paper backing to create a raised, textured effect. This makes it helpful in hiding rough, lightly damaged or imperfect walls. Easy to install, remove and maintain.

FLOCKED WALLPAPER

Printed on paper backing, it has a velvet-like texture designed to create a "fuzzy" three dimensional effect. Not washable, extra care must be used not to get paste on the front surface while installing.

FOIL WALLPAPER

Fabric-backed, fiberglass-backed or paper-backed foil wallpapers have a design printed on top of the metallic finish. Most foils will noticeably enhance wall imperfections, but are durable and washable.

GRASS-CLOTH WALLPAPER

A natural handcrafted wallpaper, they are made by gluing grasses or vines onto a paper backing. Because they are delicate and somewhat tricky to install, some people prefer vinyl grass-cloth wallpaper, which is machine-made to look natural, but printed on a durable, washable fabric backing.

LINER WALLPAPER

Available in paper-backed or fiberglass, a liner is used prior to installing delicate (silk, bamboo, string) or shiny (foil, mylar) wallpapers to smooth over rough walls and imperfections.

WHEN IT COMES TO WALLPAPER, [RETAILER NAME] HAS YOU COVERED!
COME IN TO SEE OUR GREAT SELECTION TODAY.

CURTAIN CALL

Choosing window treatments that are as pretty as they are purposeful

Drapery can not only accent windows and frame a beautiful view, they can complete the look of a room by bringing the décor together. Choosing the right style of curtains starts with the three Fs:

FASHION

Color depends on if you want the curtains to blend in with the décor or pop. For a subtle look, choose fabrics in the same tone or a shade darker than the wall color; for a bold accent, go for a contrasting look. Patterns and prints can really add pizzazz to a room. If you have patterned furniture or an elaborate rug, choose a solid. A small, neutral print can add texture to a room while a large, graphic print in your color scheme brings décor to life.

FUNCTION

If you crave more privacy or cooler, darker quarters, select lined curtains – which will also protect the fabric from sun, act as an insulator and help the fabric fall more luxuriously. If you prefer more natural light to filter through, then decorative, unlined curtains will work just fine. Keep in mind that sunlight can fade curtains, especially those in brighter colors.

FABRIC

Texture and weight matters. Too heavy, and the drapes may not fold crisply when drawn; too light and they may not fall well. Also consider the mood of the space. Heavier fabrics appear formal; silky rayon blends and sateen curtains are practical. Billowy cotton and cotton blends work well in most décor, while linen, silk, faux silk and velvet are four-season favorites since they tend to hang best.

LENGTH & WIDTH

Ready-made curtain panels come in lengths from 63 to 144 inches.

- 63-inch curtains usually sit at or just below the sill.
- 84-inch curtains sit at or just above the floor.
- 96-inch curtains or longer can be pooled on the floor for a more dramatic appearance.

To know which length you need, measure from the floor to where you'll hang the rod, then round up. Keep in mind that the fabric should make contact with the floor, as too-short curtains look odd like a nerd in short pants! To achieve a "drapey" look when closed, the combined width of the panels should be at least two times the width of the window. Pleated panels have fullness built in, so their width can match the span of the window.

MOUNTING & HANGING

Professionals rely on two rules to maximize the window and accentuate the space.

1. Higher Than the Frame: To create the illusion of a taller window, it is common to mount the curtain rod above the frame, about halfway between the frame and ceiling molding. Account for the extra fabric you'll need when measuring drapery length from the floor up.
2. Wider Than the Frame: To make the window appear grander or to reveal pretty molding details, extend the curtain rod beyond each side of the frame. This also lets more light in when the drapes are open. Remember to adjust your width measurement.

ASK THE EXPERTS AT [RETAILER NAME] FOR ASSISTANCE IN CHOOSING THE RIGHT DRAPERY FOR YOUR HOME.

AT HOME
ALC #117



PUT YOUR COLOR TO THE TEST

Color, color on the wall – which paint sample is fairest of all?

ISOLATE YOUR COLOR CHOICE

A color card will have a number of similar but different color options on it. Avoid the temptation to hold them up and evaluate them at once. Instead, isolate the one color you are considering (either by concealing the others or cutting it out). Viewing only one color at a time will give you a more authentic feel for the bigger picture: how it will look once applied.

STOP! DON'T PAINT YOUR SAMPLE ON THE WALL

Always try paint samples in your space before deciding on a color. However, consider not painting your sample directly on the wall. The existing paint can affect or alter the accuracy of the new paint's true color. Instead, paint a poster board with two coats of your sample. This way, you can tote it around day or night and see how it will look amidst your home furnishings in all types of light.

LIGHT SWITCHING

Light is never consistent; it varies by time of day, season and even the weather outside. Of course, paint color will look different depending on the type of light it is exposed to, which is why samples should be examined in both natural (daylight) and artificial (evening) lighting. This is especially important when choosing interior paint as some colors will take on dramatically different appearances in different light.

NORTHERN EXPOSURE

Consider where sunlight comes into the room you are painting: does the window face North, South, East or West? North-facing rooms get less direct sun and are cooler so you may want to choose a warmer color. South-facing rooms may benefit from a cooler hue while East-facing rooms need a warmer palette to offset a lack of natural light in the afternoon and evening. West-facing rooms get a warm glow in the evening so a cooler color will help tone down the light.

A LIGHTBULB MOMENT

The lightbulbs you use around the house can also influence the way colors look. LED bulbs look good with most paint colors. Incandescent bulbs give off a warmer light that enhances reds, yellows and oranges while florescent bulbs have a cooler glow that enhances blues and greens. Halogen light most closely resembles daylight, so colors stand out more.

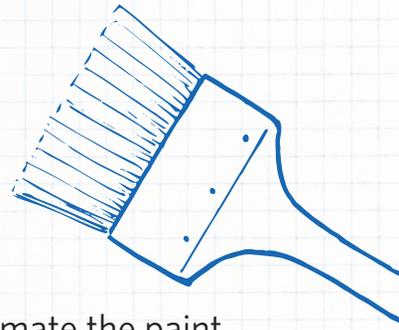
MULTIPLY THE INTENSITY

It's important to remember that any color will look more intense over large surface area than it is on a paint chip or color card. A bright yellow paint sample might inspire you, but painting an entire room that color may require wearing sunglasses! The faint of heart or less courageous may want to lean toward more neutral colors when painting a room all one color, or save the bold choice for an accent color instead.

You fell in love with a paint chip. Hey, it happens. But as enamored as you may be with that particular shade of awesome, how appealing will that color be when it's painted on a wall, fills an entire room or covers the outside of your house? Luckily, before you invest in an entire can of paint, there are ways to test out your love to see if it's real – and if that love will last.

The bright folks at **[YOUR STORE NAME]** have a huge selection of paint color tools to help with your project.

HOW MUCH PAINT DO I NEED?



Follow this formula to estimate the paint requirements of your next project.

.....
*Don't run out! Let **[NAME HERE]** help calculate the right amount for you.*

STEP 1: Measure the Walls

Wall 1 Width: _____ ft. X Height: _____ ft. = _____ ft.

Wall 2 Width: _____ ft. X Height: _____ ft. = _____ ft.

Wall 3 Width: _____ ft. X Height: _____ ft. = _____ ft.

Wall 4 Width: _____ ft. X Height: _____ ft. = _____ ft.

Add together to find Total Wall Surface = _____ ft.

STEP 2: Measure the Doors

Door 1 Width: _____ ft. X Height: _____ ft. = _____ ft.

Door 2 Width: _____ ft. X Height: _____ ft. = _____ ft.

Add together to find Total Door Surface = _____ ft.

STEP 3: Measure the Windows

Window 1 Width: _____ ft. X Height: _____ ft. = _____ ft.

Window 2 Width: _____ ft. X Height: _____ ft. = _____ ft.

Add together to find Total Window Surface = _____ ft.

STEP 4:

Add Total Doors plus Total Windows to = Surface Not to Be Painted.

STEP 5:

Subtract Surface Not to Be Painted from Total Wall Surface =
Total Surface To Be Painted.

STEP 6:

Divide Total Surface to Be Painted by the Spread Rate* =
Amount of Paint Needed For Each Coat.

***SPREAD RATE:** The spread rate is the recommended yield you can expect from a can of paint. Typically, a U.S. gallon of paint will cover 350-400 square feet. As coverage may vary depending on paint product and thickness of application, check your paint can label to determine the spread rate before purchasing.

PRO TIP

Buy a bit more paint than you think you will need for the job. This way, you can ensure you will not run out of paint before the job is done, plus you'll have leftover paint for touch-ups.



APRÈS PAINTING

Tips for cleaning & storing your paint & painting tools.

Congratulations on completing your paint project. It looks great! But now it's time for the cleanup. It's important to make sure your brushes are cleaned well so that they are free of paint and ready for whenever they are needed next.

WHAT'S THE BEST WAY TO CLEAN PAINT BRUSHES?

LATEX PAINT

Gently scrape off the excess paint, ensuring that the bristles are as free of paint as possible. Wipe the brush against the brim of the can to work some of the paint out before rinsing it in soapy water. Work the paint free using your hands. Rinse and repeat until the water runs clear.

OIL-BASED PAINT AND VARNISH

Similar to the above, except that instead of soapy water, you will need paint thinner to get the brush clean. Get the brush as free of paint as possible. Rinse it in paint thinner, using a brush comb to remove any stubborn, clingy bits of paint. Dip the brush in a clean container of paint thinner. Move the brush around to agitate the bristles. Shake out on dry newspaper and reshape the bristles.

WHAT ABOUT THE LEFTOVER PAINT?

- If sealed and stored correctly, paint can last a long time. Save the leftovers for touch-ups down the road. However, if you are certain you won't use it again, see if someone you know can use it – a neighbor, a school or a community center. Sometimes groups such as Habitat for Humanity will accept extra paint, but call ahead.

HOW CAN I DISPOSE OF PAINT IN AN ENVIRONMENTALLY-SAFE MANNER?

- Never dump leftover paint down the drain. It can contain hazardous materials that can leech into the ground or contaminate water sources.
- Wet latex paint should be hardened before disposing. If there's a small amount of paint left in the can, leave it in the sun, or alternatively, purchase a paint hardening additive to mix in.
- Review your local laws to see if paint can be included with curbside trash pickup. If not, find out where the nearest hazardous waste drop-off facility is located and take unused paint there.

OOPS!

HOW TO REVIVE OLD PETRIFIED BRUSHES

If you forgot to thoroughly clean your paint brushes last time, they'll be crusty or stiff as boards by now. Don't worry, they may still be saved.

N° 1

Know whether your brush has natural or synthetic bristles. Use a cleaner appropriate for your bristle type, as a solvent-based cleaner could deteriorate a synthetic bristle brush.

N° 2

Soak brushes in a jar of cleaner overnight (ensure it is in a well-ventilated area; the jar can be covered with foil to limit fumes) but be sure the brushes are suspended as they will soften and settle to the bottom of the jar, bending the bristles. Rinse well using directions for cleaning either latex or oil-based paint from a brush.



THE HUMIDITY FACTOR

When it comes to painting, not all weather days are created equal.

As the days grow longer and the weather heats up, we naturally want to get more outdoor projects done around the house. However, summer's extreme heat can have a direct effect on paint performance, as does the amount of moisture in the air and on the surface being painted.

High humidity is a factor in how paint dries, especially in oil-based (alkyd) paints. The humidity interferes with the paint's ability to cure, delaying the drying time from hours to days. Acrylic and latex paints also experience slower drying times as it takes longer for water content to evaporate. The water in paint should evaporate at a faster rate than its solvents, otherwise the paint will not form a hard surface. Worst case scenario, you end up with paint that is weak and prone to cracking and peeling.

Humidity is a bigger consideration on exterior paint jobs, as interiors can be climate controlled through air conditioning or dehumidifiers. Surfaces are drier and better protected from weather elements, but outside, wood tends to absorb the moisture in the air. This can compromise the adhesion of paint.

The ideal relative humidity for painting is in the 40-50% range. Never paint when the relative humidity is above 85%. The paint will remain gummy and not solidify.

Exterior paint is made to withstand the elements, but to be most effective, they need to be applied and dried in the right conditions.

Here are a few tips to help achieve the best results:

- Try to choose days when the temperature is between 60°F and 85°F (15.5°C and 29.5°C) with low or moderate humidity.
- Time your painting so that the paint has been applied before the day hits peak temperature, usually later in the afternoon. If you begin too early, you may have to deal with beads of dew on the painting surface. If you wait too long to start, heat may cause the paint to stop adhering properly and allowing moisture to get into uncured paint film. As the moisture evaporates, it can cause unwanted staining or bubbling.
- If you are painting a coated (primed or previously painted) surface, wait until mid-morning to start. If you are painting raw wood (which is highly porous and will retain dew moisture), wait until it is completely dry or hold off for a warmer and drier season.
- Avoid painting in direct sunlight if possible, as exterior surface temperatures can become hotter than the air temperature. One tip is to work your way around the house so that you are always painting in the shade. It's a more comfortable way to work too.
- If the temperature drops, that can cause problems too. The combination of lower temperatures and high humidity can create condensation on the paint surface, resulting in a marred finish.

The forecast calls for 100%
chance of painting expertise
at [YOUR STORE NAME]

USING A PAINT ROLLER

Put down the brush and pick up a roller for a smooth, even finish.

When painting walls, ceilings and other flat surfaces, a good roller will make your job quicker and easier. Because they can apply paint at about three times the

rate of brushes, a roller cuts down on painting time and leaves behind a smooth and even finish. But before you get rolling, here are a few things to consider:

BUYING THE RIGHT ROLLER

- If you are applying latex paint, choose a roller cover made with a synthetic “nap” or fiber surface. If you are applying an oil-based paint, choose a natural fiber cover or a synthetic cover.
- When selecting a roller, you should consider the length of the nap. They range from 1/8” (short) to 1” (long). Short naps are suitable for smooth surfaces, while long naps are best for rough surfaces such as stucco or brick.
- While it may be tempting to go with a cheap roller that you can throw away after, a high quality roller is a worthwhile investment. They will apply paint more easily, hold more paint, and have less tendency to leave nap fibers on the surface being painted.

EASY CLEAN UP

- For latex paint, wash the roller sleeve in soap and water, using your hand to squeeze and push the paint off the fibers.
- For oil-based paints, pour solvent into the paint tray and dip and roll the cover into the solution.
- Stand the rollers on end as laying them flat will cause the fibers to mat on one side and create an uneven roll next time they are used.

THE PROPER TECHNIQUE

- Before painting, moisten the cover of the roller with water when working with latex paints or with a bit of paint thinner for oil-based paints. Lightly blot the roller cover with a paper towel to remove any excess moisture.
- Do not submerge the roller in paint. Roll it in the tray until it is half coated, then up onto the grid of the tray and then back down into the paint. Do this a few times to ensure the sleeve is well saturated but not overloaded with paint. You want as few drips as possible.
- Don't start against an edge with a roller full of paint or you may get lumps. Instead, start about 6” from the edge so you can gradually unload the heaviest paint and then work your way toward the edge, where you can overlap areas already cut in by your paint brush.
- Roll the wall in a straight line from top to bottom to coat the surface. Work quickly, lapping newly applied paint onto paint that is still wet.
- Remember, the roller should sound wet; when you can no longer hear that crinkly, moist sound, it's time to reload it in the paint tray.
- It's important not to press too hard. Too much pressure can leave a “fat edge” or roller mark on the wall. After each stroke, lightly lift the roller away from the wall to avoid causing an edge.



ASK [YOUR STORE NAME] WHICH LOCAL HOUSE PAINTING PROS THEY RECOMMEND

AT HOME
ALC #122

A FRESH COAT OF CURB APPEAL

A vibrant, welcoming front door turns your home into the new kid on the block

Let's address your address. By that we mean taking a good, long look at how your house appears from the street. If you believe the exterior is in need of a refresh, there's an easy and inexpensive DIY project that really packs a punch: giving your front door a face-lift!

No matter the color, your front door is more than a transition from the outdoors in. That's why choosing a bright shade of "hello" elevates the appearance of your home and makes a bold statement amidst everyday surroundings. Paint your front door and get ready for the neighborhood to take notice.

YOU WILL NEED:

- Painter's tape
- Sponge
- Fine grit sandpaper
- Paintable filler
- Good quality paint brushes
- High-density foam rollers
- 1 quart adhesion primer
- 1 quart satin / semi-gloss exterior paint see "Choosing a Sheen"

Choose moderate and dry weather for painting. You'll have to keep your door open for a few hours, so pick a day when the temperature is neither too hot nor too cold. Avoid windy days because of all the dust and debris swirling in the air. You should also have a temporary replacement to protect your house while you are completing this project. A heavy tarp, an existing storm door or even a large piece of plywood will deter insects, birds and other unwanted visitors.

STEP 1: Remove the door and all hardware (wedge a screwdriver in the joints between the hinges and the hinge pin, then tap lightly with a hammer until the hinge pins come loose). Rest the door on a pair of sawhorses outside. Remove any remaining hardware, such as the door handle.

STEP 2: Wipe the door clean, then scrape off any blistered or peeling paint. Use sandpaper until the surface feels smooth. If there are cracks in the door, repair them by working small amounts of paintable filler in with a putty knife. Let it dry and sand until smooth. Before priming, wipe away the extra dust with a damp cloth.

STEP 3: Use painter's tape to protect and cover anything you want to keep clean and free of paint, such as glass accents or windows.

STEP 4: Priming prevents the door from absorbing moisture, smooths out the texture and keeps the paint from seeping in to the wood so don't skip this step. Apply a coat of primer with a foam roller or a wide paintbrush. Be sure to cover the front and all the side edges.

STEP 5: Once the primer is dry, it's time to paint in this order: 1) Bevels, 2) Panels, 3) Center stile, 4) Rails, 5) Outer stiles. One common question is how to paint edges. When a door is painted two colors on either side, the two side edges get a different color. The hinged edge gets the exterior color when the door swings in. If the door swings out, the side with the knob gets the exterior color.

STEP 6: Apply a second coat of paint for a smooth finish and truer color. Once the door is completely dry (it will no longer be tacky to the touch), the hardware can be reattached and the door reinstalled.

DOORSTEP PALETTES MADE FOR A POP

- Red: Feng Shui's bold symbol of happiness, strength & positivity.
- Black: The ultimate contrast color is as dramatic as it is elegant.
- Turquoise: Romantic Tiffany-inspired color against an otherwise all-white exterior.
- Lime Green: Greens, even lime green, pick up natural colors from the surrounding landscape.
- Yellow: An irresistible sunny entryway hints at a home's warmth.

CHOOSING A SHEEN

The sheen describes the glossiness of your paint's finish. For doors, choose a satin, semi-gloss or high gloss paint. Satins are more lustrous and have a greater warmth and depth than flat paints. Semi-gloss are slightly glossy, sleek and radiant, offer good stain resistance and are easy to clean. High-gloss paint is the shiniest because it has the highest light-reflective characteristics.

OPEN THE DOOR TO MORE FRESH IDEAS AT [YOUR STORE NAME HERE]

AT HOME
ALC #123

BEFORE THE FIRST BRUSHSTROKE

Shortcuts are great for avoiding traffic or beating video games, but not so much for painting. In fact, no matter the size of the painting project, its success really does depend on how much time and effort is put into preparation. There's simply no way around it.

Before You Prime: Preparation Tips

- Before you begin, move all furniture out of the room. Larger items can be placed in the center of the room and covered with a drop cloth.
- Take down any pictures, wall hangings or removable fixtures as well as the nails holding them up. This is also the time to remove electrical plates and switch covers as well as air vents you don't want to get paint on.
- Scrape off any loose, flaky paint. Patch any holes and repair any other imperfections with a spackling compound. Allow to dry and then sand down until the surface is smooth.
- Clean the walls with a sponge and TSP (Trisodium Phosphate should be used if the walls are greasy, i.e. in the kitchen) or a mild cleaning solution of water and detergent. Rinse the sponge frequently and repeat as necessary. Once dry, go over the surface with a microfiber cloth or a trap-and-lock style duster.
- Collect and assemble all of the tools and supplies you'll need for the job: paint, stir sticks, drop cloths, brushes, rollers and painting tape.
- Apply a high quality painter's tape on trim, baseboards, window and doorframes to protect everything you don't want to get paint on.
- Secure a drop cloth to the floors to protect carpeting, linoleum or hardwood flooring.



Your guide to the three Ps:
prepping, priming & painting

Before You Paint: Priming Tips

Primer is the essential foundation of every paint job. It helps paint to adhere to the surface by making it more “accepting” of the finish coat, it blocks stains and tannins from bleeding through; it penetrates and seals problem substrates; and finally, it improves the color performance and prolongs the durability and smoothness of your paint job.

- It is important to use primer when painting new wood or surfaces that have never been painted before, or when repainting a surface that is uneven, stripped, or badly deteriorated (sand it down before priming). Prime the walls if a lighter color is being painted over a darker color. Semi-gloss paints need a coat of primer as they tend to absorb unevenly.
- Match the primer to the job. Tinting your primer first will give you a head start when painting darker colors and will require fewer finish coats.
- Remember that latex-based can't be used over oil-based paint (alkyd). Ask the experts at [\[INSERT RETAILER NAME\]](#) for advice on the best primer to use.
- Be sure to start painting only after the primer has dried completely. Check the paint can's instructions to see out how long to wait between coats.

BEFORE THE FIRST COAT, GET RELIABLE ADVICE FROM THE EXPERTS AT
[\[YOUR STORE NAME HERE\]](#)

AT HOME
ALC #124

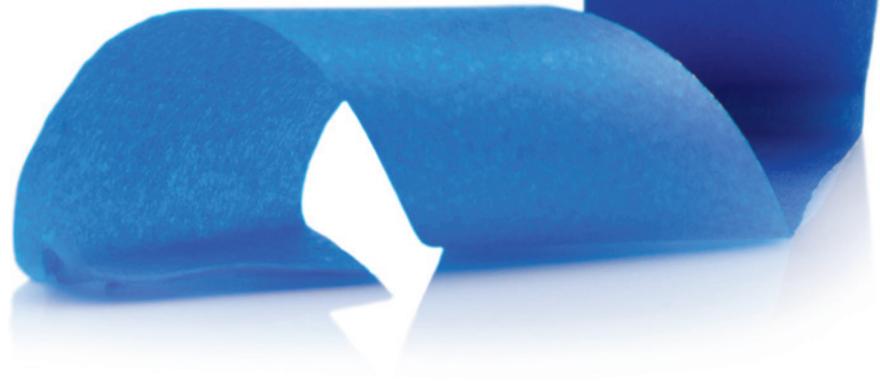
ROLL THE TAPE

Unmask the mystery of a flawless finish with our painter's tape tips

Move over masking tape! Only high quality painter's tape does the job when it comes to ensuring sharp lines and smooth finishes, not to mention protecting window and door frames, trim and baseboards you want to keep free of paint.

For one, painter's tape is a more effective masking tool simply for the fact that it's better at reducing paint bleed plus it's easier to remove without marring the surface. Compared to run-of-the-mill masking tape, painter's tape will not pucker up or bubble after it's applied, so it reduces the chance of air bubbles allowing paint to seep underneath. It's simply the more reliable choice.

Not all painter's tape is created equal, of course. They come made for different substrates (drywall, wallpaper, woodwork, etc.) and in different adhesive qualities. Some are made for different decorative projects and crafting. Choose a tape that is not only easy to apply and to remove, but is suitable for multi-surface applications. Once you get home and are ready to start your paint project, keep these simple tips in mind for applying, painting over and removing your painter's tape.



STEP 1: CLEAN THE SURFACE AREA

Painter's tape will not stick if the surface is dirty, dusty or damaged and poor adhesion will lead to seepage. Use TSP (Trisodium Phosphate) or warm water, mild detergent and a sponge to wipe down all surfaces, allowing them to dry well before starting.

STEP 2: TEMPERATURE MATTERS

Room temperature is a factor in effective tape application. If it's too hot or humid, the tape can become stickier or leave adhesive behind; too cold and the tape might crack, break or peel off unevenly.

STEP 3: MEASURE OUT A SHORT PIECE

Cut a section of tape at a time and carefully apply it to the area you want to mask. If you try applying it in one long strip, the tape may stretch and won't lay flat or stick properly. Firmly press and smooth down the tape. Use your fingertip or a flat putty knife to ensure even contact and a tight bond to the surface. Creating some friction warms the adhesive, ensuring a better bond.

STEP 4: AFTER THE LAST COAT

The tape should be removed after the last coat of paint has begun to dry, usually in about an hour. Don't leave it on too long as the longer the tape stays down, the more difficult it will be to remove. If you see a spot where the paint might lift away with the tape, use a putty knife or a razor blade to lightly score the edge and break the bond where the paint/tape meet.

STEP 5: RATE OF REMOVAL

Gently pull off the tape at a 45-degree angle, using a controlled and consistent rate of removal – if you pull too quickly, you may remove paint; if you pull too slowly, you could leave adhesive. If there is any residue left, it can usually be washed off with soap and water or a citrus-based cleaner. Check the manufacturer's instructions for more information.

[YOUR STORE NAME HERE] HAS
THE EDGE FOR ALL YOUR PAINT
& PAINTING ACCESSORIES

SURFACE *Value*

Water and oil don't mix, so we separate the differences between latex and alkyd paints

Not every paint is suitable to every paint project. The surface itself, as well as its age, condition and the type of paint previously used to cover it, will determine the right product to use.

There are two basic categories for paint: alkyd (oil-based or solvent-based) paints and latex (water-based) paints. The major difference is that the liquid in alkyd paints is made up of petroleum distillates and organic solvents while the liquid portion of latex paints is water.

Latex paints account for 75% of all paint sold today. Not only is it ideal for most interior and exterior projects, latex paint cleans up easily with soap and water. Top quality latex paints are known for their durability and do not turn brittle over time the way that oil-based paints can. They also dry quickly, which permits a second coat to be applied sooner and your project completed faster.

It is common to find latex paints with an acrylic binder. A paint can labeled as containing 100% acrylic latex paint offers exceptionally durable and flexible performance. DIYers and professional painters alike know that

these varieties adhere extremely well to most surfaces and are quite resistant to blistering and peeling. This makes them ideal for exteriors in regions with cold temperatures, whether they are applied to siding, stucco or masonry.

Oil-based paints also have excellent adhesion. Over time, they may break down and cause cracking on exterior applications or chipping in interiors. However, oil-based paints are ideal for repainting exterior surfaces with heavy chalking properties or on interior or exterior surfaces already coated in oil-based paint. They also work well on interior trim.

It's important to know the difference between alkyd and latex, especially when repainting surfaces. Regular latex paint will not adhere to oil, resulting in flaking and peeling. To tell which kind has been previously painted, use a cotton pad to rub a bit of acetone-based nail polish remover on the surface. If the paint comes off, it is a latex coating. If it's an alkyd layer, be sure to choose a 100% alkyd paint to cover it, or prime with a good primer and then apply latex paint. This will grip the surface nicely and give smooth, lasting results.

COMPARING THE CHARACTERISTICS: ALKYD VS LATEX

PERFORMANCE	OIL BASED (ALKYD)	WATER BASED (LATEX)
Ease of application	Brush and level out smoothly. Requires good ventilation.	Goes on smooth and even, but can drag more than oil in exterior applications during warm weather.
Durability	Excellent adhesion. Prone to oxidize and getting brittle with time.	Excellent adhesion and long-term flexibility; more elasticity than oil.
Color retention	Likelier to change when exposed to sunlight. Whites will yellow over time.	Superior resistance to fading, even in bright sun.
Surface versatility	Good on wood, concrete, brick, stucco, vinyl or aluminum siding, etc. Some substrates require priming.	Good on wood, concrete, brick, stucco, vinyl or aluminum siding, etc. Some substrates require priming.
Drying time	8-24 hours.	1-6 hours.
Clean up	Paint thinner.	Water.

NICELY FINISHED

Choosing whether milk paint or chalk paint is right for your DIY project

Creating a contemporary vintage look is a creative and simple way to update and refresh dated items. Try experimenting with milk and chalk paint to discover the wide range of amazing results you can get.

So, you've decided to bring new life to tired heirloom furniture or a treasured garage sale find by giving it a fresh coat of paint. Good for you. No matter the size of the project, forging ahead with a makeover requires knowing what paint to use and how to use it.

In the past couple of years, milk and chalk paint have soared in use and popularity. Both are similar in appearance and characteristics, can be applied in transparent or opaque layers to achieve countless decorative finishes from dreamy to distressed – and yet, these are two distinct products.

Non-toxic, environmentally friendly and easy to use, milk and chalk paint both have a chalky, whitish undertone. Neither require sanding or priming and adhere well to almost any surface: wood, masonry, glass, metal, plaster, plastic and drywall. Score!

MILK PAINT

Milk paint harkens back centuries to when American colonists decorated their homes with locally-sourced products: cow or goat milk, natural pigments and limestone. Today's version is sold in powder form and consists of color pigment, lime, clay and milk protein, aka casein. It is a popular choice for period-style kitchen cabinetry (think farmhouse finish) and furniture with a handmade, vintage feel.

Among milk paint's advantages are its unpredictability. There may be random flaking when applied over previously painted pieces; the paint will create a "chippy" look if manually distressed; and it is difficult to match a new batch with exactness. However, all of the above is a bonus if you are going for the patina of antique painted furniture. Milk paint varies in intensity depending on how much water you mix with it but is quick, easy and forgiving and provides a complex finish.

CHALK PAINT

Chalk paint is a newer invention. Named because of its matte finish, chalk paint was developed as a decorative furniture finish in the 1990s and continues to be made of calcite, talc and color pigment. Unlike milk paint, chalk paint comes premixed in cans and is thicker and more predictable in nature. It does not flake but it does distress well if you choose to sand after painting.

Chalk paint gives furniture a unique tactile feel, similar to suede, that latex paint cannot and can be applied with a brush, roller or sprayer. A top coat of wax is recommended to protect a chalk-painted piece and enhance the finish. However, for extra durability, a water-based top coat instead of wax is recommended for projects such as tabletops.



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WHAT YOU MUST KNOW BEFORE HIRING A PRO



... and why a coupon shouldn't be the only criteria for choosing your paint contractor!

Certain painting jobs are too big, too complex or simply out of reach for the average homeowner. That's when it's time to call in a professional.

While it may be tempting to do an online search for local painters, redeem a handy coupon or contact the last company to stuff a sales flyer in your mailbox – hiring a good professional painter requires some forethought and due diligence. Don't reward your painting job to the first person to answer their phone. Seeking out a qualified, experienced and reputable contractor will save you migraines down the road.

It is important to find a professional painting firm that will deliver quality from start to finish. A happy, satisfied customer should be their ultimate goal and upholding their reputation and workmanship should be essential to them. Start by asking neighbors, family and friends to recommend local painters who have recently completed jobs for them. Would they hire the same company again?

Before making your decision, collect at least three quotes. A good contractor will visit your home before giving you a written cost estimate. This is a perfect time to learn more about their company by asking several pertinent questions:

- How long have you been in business? This is not the same as "How long have you been painting?" so ask both questions. You should hire someone who has been in operation for some time.
- Who will do the work? The company owner may do the project estimating, but not the job itself. Ask whether employees or subcontractors will be assigned to paint your home and how much experience they have. This also opens the door to verifying their safe practices, licenses and insurance coverage.

- What kind of preparation work will you do? Proper preparation is more than just providing drop cloths to protect floors and furniture. Will the contractor clean and prime the walls, remove switch plates and outlet covers, mask trim and mouldings with tape and otherwise prepare the area as necessary?
- What kind of paint do you use? Unless you work with an interior designer, choosing the wall color is up to you. However, find out what brand or brands of paint the contractor works with and if they have recommendations on other materials, colors or finishes that would work best.
- How much? You get what you pay for, which is why the lowest bid is never the only consideration in hiring a pro painter – just as the highest bid doesn't make that company the best contractor. Instead of hiring on price alone, look at the bigger picture to see the value of what is being offered.
- Can you provide references? Don't be shy about asking for multiple referrals – and they should be as recent as possible. Follow up by calling the names on the list and asking what it was like to work with the company: did they show up on time every morning and tidy well before leaving in the evening? How long did it take to complete the actual job compared to set expectations and did they charge the price quoted on the original bid? If there was a difference, ask why.



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