

Recommend 2022 Colors of the Year

WITH CONFIDENCE

INTRODUCTION

Even with rising costs and supply chain issues, paint sales continued to climb in 2021 and are expected to be strong going in 2022. Understanding major paint manufacturers' color of the year selections can help you guide customers as they update their spaces. Take a look at major 2022 color options below, and visit YourNHPA.org/training to browse more training options to boost sales and satisfy customers at your store.

HOW TO SELL

Ask questions about the space a customer is repainting. Understand their project needs, how they want the space to function and what they want to experience in that space, whether that's inspiration, relaxation, play, work or a combination. Reminding customers about paint manufacturers' 2022 color of the year selections can emphasize your team as category experts and trusted partners in every home renovation project.



Benjamin Moore

October Mist

Benjamin Moore picked October Mist as its Color of the Year 2022, which is a gently shaded sage that quietly anchors a room while encouraging creative expression through color.



York Wallcoverings

At First Blush

York Wallcoverings' Color of the Year is At First Blush, a dusty pink that balances the fine line between warm neutral and expressive statement. At First Blush reflects the desire for sophisticated earth tones, hues that can flex into bolder palettes and interiors that promote calm and serenity.



Diamond Vogel

Zenith

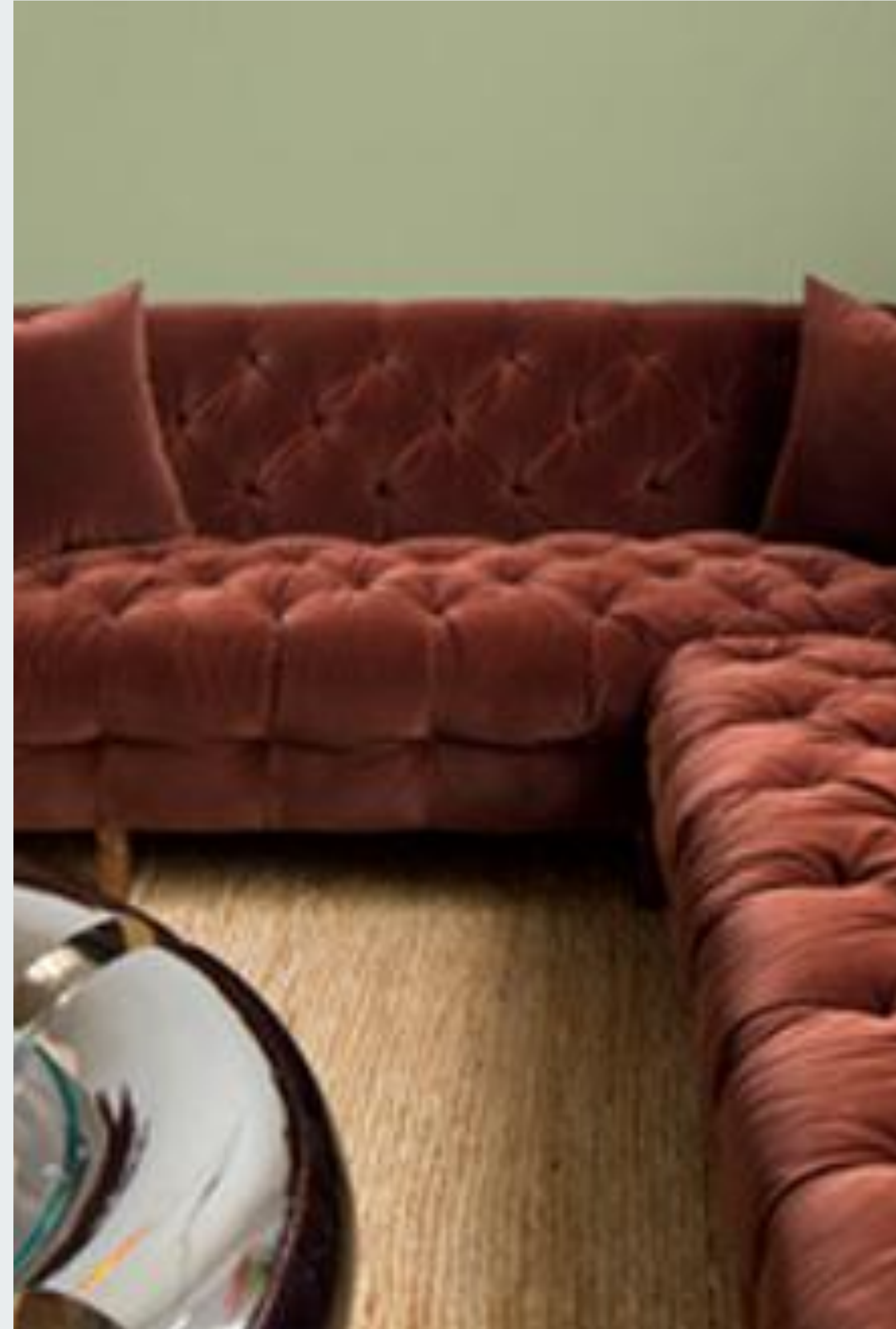
Diamond Vogel picked Zenith (0647), a deep blue that frees spirits and makes powerful statements of empowerment and strength while offering quiet beauty connecting spaces, cultures and generations. Tell customers that this paint evokes feelings of peaceful confidence, compassion, and courage.



PPG

Olive Sprig

PPG's 2022 Color of the Year Olive Sprig is an elegant, grounded, versatile and highly-adaptable grey-green. This color represents regrowth in a post-pandemic world, mimicking nature's resiliency. Tell customers that Olive Sprig is a soothing, relaxed green that brightens any space with organic liveliness.



Glidden

Guacamole

Guacamole is Glidden's 2022 Color of the Year. The spirited yet soothing color brings organic energy to spaces in homes.



Behr Paint

Breezeway

Behr Paint Company announced Breezeway as its 2022 Color of the Year. A silvery green shade with cool undertones, Breezeway is inspired by the Earth's beauty and mimics the naturally stunning sea glass found on the shores of salty beaches. Tell customers that it evokes feelings of peace and coolness while also representing a desire to move forward and discover new passions.



Valspar

12 Color Palette

Paint and coatings brand Valspar chose 12 different shades to share the honor of Color of the Year. Tell customers that the palette will invoke feelings of positivity, solace and comfort. The 12 colors include Blanched Thyme, Gilded Linen, Delightful moon, Lilac Lane, Mountain River, Orchid Ash, Grey Suit, Subtle Peach, Rustic Oak, Sunset Curtains, Country Charm and Fired Earth.



Dunn-Edwards

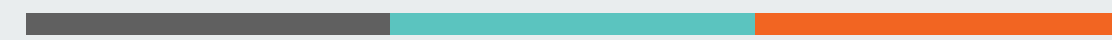
Art and Craft

Dunn-Edwards Paints announced its 2022 Color of the Year is Art and Craft, an autumnal hue that is a warm and earthy shade that evokes feelings of stability and calm while allowing for a large range of play with creativity and change.



AkzoNobel

Bright Skies



AkzoNobel's 2022 Color of the Year is called Bright Skies, an airy, light blue that feels like a breath of fresh air. Tell customers that the color will encourage feelings of freedom and inspiration.



True Value

Elm Street & Brilliant Berry

True Value Company has unveiled two 2022 Paint Colors of the Year. Elm Street is a mid-tone, soothing and timeless grayed green. Tell customers it is a classic and refreshing choice that can work in any space. Brilliant Berry is a blue-red hue that coordinates well with many other colors. While somewhat of a bold choice, it is definitely uplifting and cheerful.



Miller Paint

Desireé

Miller Paint, the Pacific Northwest leader in paint manufacturing, announced its Color of the Year: Desireé, a softly shaded orchid hue that is reminiscent of the first signs of spring. Desireé was inspired by a renewed connection to the natural world.



Rodda

Desireé

Rodda has unveiled Desireé as its 2022 Paint Color of the Year. A softly shaded lavender designed to express hope and bring dreams of renewal, tell you customers that it promotes healing, reflection, and a sense of optimism.



Clark+Kensington

3 Color Palettes

Deliberate Simplicity provides comfort and balance with soft, subdued colors including Saturday Morning 18C-2, Stormy Weather CW-C7 and Belgian Waffle N-W20. Bold, vibrant colors make up the palette Expressive Moments, which includes fun, lively hues Sea Life 33C-5, Floating Hyacinth 43C-5 and Heirloom China 37C-7. The Outdoor Escape palette invokes wide open spaces and tranquility with nature with muted tones Olive Tree 29B-7, Chef's Blend 26B-5 and Natural Burlap 22A-3.



RETAILER TIPS

Share Sales Strategies With Your Team

1

Most color of the year selections come with ready-made complementary colors that are designed to best play off of the characteristics of winning color. Have these options ready for when a customer asks about the more famous shade of the year.

2

Trends can be fun to follow, but dig into a customer's design sense and stated goals for what they want a room or project to look like. Use this just as much as trendy colors to help customers find the best paint for them.

3

Colors will never look the same on a smartphone's screen as on a home's wall, nor will they look the same in your store's lighting. If a customer is having trouble making a decision, have samples ready to send home with the customer so they can see what their home will look like in the proper setting.

4

When customers buy paint, don't forget to suggest a suite of accessories to help make their project a success, including brushes, paint trays, painting tape, drop cloths and protective face masks.