SHERWIN-WILLIAMS 2018 NATIONAL PAINTING WEEK FACT SHEET

Sherwin-Williams National Painting Week is an annual celebration dedicated to the transformative power of paint and color, illustrated by more than 200 community projects and ideas that inspire DIYers to give their homes a fresh new look.

JoJo Fletcher Partnership

As part of National Painting Week, Sherwin-Williams is partnering with TV personality and home remodeling enthusiast, JoJo Fletcher, who has curated four trend-forward color palettes to help DIY-ers more confidently select colors.

![Bohemian Adventurer by JoJo Fletcher](Image)

Inspired by adventure and wanderlust, this is a colorful palette born from travel and nature.

“If you have a bolder, more adventurous palate—no pun intended—try the Bohemian Adventurer palette. The colors in this are spicy, fun and vibrant, with pops of pinks, green and a watery blue called Oceanside SW 6496, which is Sherwin-Williams 2018 Color of the Year.” – JoJo Fletcher

![Classic Act by JoJo Fletcher](Image)

Inspired by vintage elegance and made up of floral and feminine neutrals.

“When I think about classic home design I think light, airy rooms with high ceilings, fireplaces, straight lines and multiple seating areas. Sherwin-Williams Blushing SW 6617 is a great peach-pink color to accent vintage furniture and natural wood.” – JoJo Fletcher

![Mod Minimalist by JoJo Fletcher](Image)

Influenced by simple and modern design style with colors that are bold and striking.

“Sherwin-Williams Cityscape SW 7067, the anchor color in this palette, is a wonderful gray that gives off enough lightness and darkness to work well with yellows, muddy browns and mossy greens. I like this color most on kitchen cabinetry, large open floor plans and vaulted entryways.” – JoJo Fletcher

![Southern Charm by JoJo Fletcher](Image)

Fletcher channeled her Texas roots to create this palette to feature a mixture of southern-inspired rich and soft tones.

“Navy is always ‘in,’ especially in the south, which makes the Southern Charm palette my personal favorite. My go-to color from Sherwin-Williams in this palette is, fittingly called, In The Navy SW 6178.” – JoJo Fletcher
National Painting Week 2018 Survey Results
Sherwin-Williams recently conducted a survey of nearly 1,000 DIYers to assess the most important factors when painting a space. The key findings include:

- Nearly half of DIYers (47%) said that the color scheme is the first thing they notice when walking into a space.
- Six out of 10 DIYers report feeling excited (61%) or happy (58%) when first choosing paint colors.
- More than 1/4th of DIYers find themselves needing a second opinion when making interior design decisions for their home, and 70% of those who responded go to their significant other for help.
- Ten percent of DIYers said they never need a second opinion from others when making interior design decisions for their home.
- More than three out of four DIYers believe painting interior walls makes the biggest statement over art and accessories, décor items such as pillows and rugs, lighting fixtures or hardware.

National Painting Week Community Impact Since 2012
- More than 24,000 gallons - Paint donated by Sherwin-Williams
- More than 90,000 hours – Time volunteered by Sherwin-Williams employees
- More than 1,000 spaces– Locations across North America that have benefited from a fresh coat of paint

About Sherwin-Williams National Painting Week
Sherwin-Williams National Painting Week is an annual celebration dedicated to the transformative power of paint and color in our homes and in our communities. Every year thousands of Sherwin-Williams associates volunteer to refresh hundreds of local spaces, including community centers, historic landmarks and more. We aim to inspire DIY-ers and pros to embrace paint as a powerful solution for transformation. Sherwin-Williams seventh National Painting Week runs from May 25 - June 4, 2018, and includes a sale of 30 percent off Sherwin-Williams brand paints and stains and an additional 20 percent off custom-order wallpaper in U.S. stores.

Ask Sherwin-Williams™
For more than 150 years, Sherwin-Williams has been an industry leader in the development of technologically advanced paint and coatings. As the nation’s largest specialty retailer of paint and painting supplies, Sherwin-Williams is dedicated to supporting both do-it-yourselfers and painting professionals with exceptional and exclusive products, resources to make confident color selections and expert, personalized service at its more than 4,200 neighborhood stores across North America. For more information, visit sherwin-williams.com. Join Sherwin-Williams on Facebook, Twitter, Pinterest and Instagram.

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