

## BPC Daily Monitoring 6/21

### Outlet News:

- **Three Companies Reveal Their Color Trend Forecasts** ([Forbes](#)) – Behr’s 2020 color trends, Sherwin-William’s color forecast and PPG’s color of the year, Chinese Porcelain, are highlighted in this piece.
- **Carlsbad California Celebrates Trending Colors With Special Events and Experiences** ([Forbes](#), [Yahoo!](#)) – Visit Carlsbad and the Pantone Color Institute have partnered for the second consecutive year for “Colors of Carlsbad”, a campaign that determines the trending colors that most appeal to visitors.
- **9 Colors That Complement Green on Your Walls, Furniture, Plants, and More** ([Apartment Therapy](#)) - From contrasting pinks to bold blues and beyond, here are some colors that pair nicely with green.
- **Matte or Gloss? 5 Questions You Need to Ask Yourself First** ([Apartment Therapy](#)) – Jessica Barr answers questions about paint finishes and where to use them to best fit your living space.
- **So, Is Terrazzo Officially Over?** ([Apartment Therapy](#)) – Although the obsession with Terrazzo is over, designers believe that this timeless trend is here to stay.
- **This Is the Unofficial/Official Color of Summer – Here’s How to Use It** ([Domino](#)) – Yellow is the perfect hue to brighten your living space this summer. This article suggests decorative accent pieces to integrate this tricky color into your décor.
- **A Grown-Up Alternative to Gen-Z Yellow** ([Domino](#)) – If you can’t get on board with yellow this summer, try Ochre, an earthy, retro tone that is a more palatable shade of in-your-face yellow.
- **4 Tricks to Making Classic Navy Feel Fresh** ([Domino](#)) – Abstract forms, texture, accent pieces and unexpected color combinations can help to make navy blue feel fresh again.
- **Now More Than Ever, I Need (Not want) Plaster Walls** ([Domino](#)) – This article suggests plaster and 3-D textured walls to add extra appeal to living spaces. Benjamin Moore is the only paint brand mentioned in this piece.
- **6 Paint Projects You Shouldn’t Tackle Solo** ([Domino](#)) – When it comes to painting, kitchen cabinets, two-tone walls, doors, exteriors, floors and ceilings are DIYs projects that are much easier when you have help.
- **Why Settle for a Bland Kitchen Remodel When These Colorful Options Exist** ([Domino](#)) – Bright paint, bold tiles, monochrome and natural palettes help to brighten up a boring kitchen.
- **Certain Paint Colors Can Actually Make Your Home Look Dirtier** ([Real Simple](#)) – Avoiding earth tones, choosing the right neutrals and whites and color blocking are among the tips and tricks to keep your living space from looking dirty.
- **Solved! The Best Paint for Furniture** ([Bob Vila](#)) – KILZ, Valspar and Zinsser are among the brands mentioned in this round up of best furniture paints.
- **Lauren’s Spare Room Makeover: Her Favorite Painted Rooms for Design Inspiration** ([Design Sponge](#)) – Twelve swatches and colors from Behr are featured in this piece and Behr provided the paint in this room makeover.

### Featured Designers:

- **How a Color Guru Designs a Neutral Apartment** ([House Beautiful](#)) – Some would be surprised to hear that Color Guru Rayman Boozer, the legendary interior designer from Apartment 48, has go-to palettes full of neutrals and muted tones.

### Competitor News:

- **Sherwin-Williams Created a Personality Quiz to Match You With Your Perfect Paint Color** ([Real Simple](#), [Domino](#)) – Sherwin-Williams announced the launch of ColorSnap Color ID, a collection of eight personality-based color palettes which uses a personality quiz to determine which palette suits you best.
- **Remember the #10YearChallenge? Here Are the Paint Colors to Match Your Old Selfie** ([Apartment Therapy](#)) – With some research of paint trends and working with numbers from Benjamin Moore, this article features the best-selling Benjamin Moore paint colors for 2009 and 2019.
- **Burnt Orange Is the New “It” Color and Here’s Why** ([Better Homes & Gardens](#)) – PPG Paint Senior Color Marketing Manager Dee Schlotter explains that burnt orange satisfies customers’ cravings for energy and happiness and can have multiple personalities.
- **You’re Probably ‘Procrastipainting’ and You Don’t Even Know It** ([Real Simple](#)) – Glidden paint asked more than 1,000 U.S. adults about their painting plans and discovered 75 percent of those who want to paint their homes in the next year will most likely procrastinate on it.