

## Golden Paintworks

A division of Golden Artist Colors, Inc.  
188 Bell Road  
New Berlin, NY 13411-3616 USA  
607-847-6154  
800-959-6543  
E-Mail: [lifestylefinishes@goldenpaintworks.com](mailto:lifestylefinishes@goldenpaintworks.com)  
Web Page: [www.goldenpaintworks.com](http://www.goldenpaintworks.com)



## FOR IMMEDIATE RELEASE

For Further Information Contact:  
Dana Rice, Market Development Specialist

— New Berlin, NY, March 27, 2017

## FORGET OFF-WHITE, TRY OFF THE CHARTS!

No one ever chooses “off-white” as a favorite color; today people want to express more style and individuality in their homes. Now you can offer customers something new!

Introducing **Lifestyle Finishes™** by Golden Paintworks, a division of Golden Artist Colors, Inc.

**Lifestyle Finishes** is a line of 18 decorative finishing products that offer a fresh way to bring the beauty of nature’s textures inside. Aligned with today’s trends, **Lifestyle Finishes** offer the creativity and individual personality customers are looking for.



*“Faux Finishes – Faux will be fashionable in 2017 – and we’re not just talking faux fur rugs. Homeowners and designers are turning to faux materials for a budget-friendly and sometimes more reliable alternative to authentic materials.” – Elle Décor, December 28, 2016*

*“If there’s one trend that can never go out of style, it’s nature! And in 2017, nature is set to be front and center. That doesn’t just mean an abundance of indoor plants and ponds, but natural materials and colors too.” – Easterngraphics.com, January 4, 2017*

Contemporary and classic, **Lifestyle Finishes** offer a range of looks, from luxurious, rich metallic colors, to earthy, organic textures and modern, industrial finishes. Each of the 18

products can be used to accomplish a range of looks, depending on the tool used to apply them. All products can be easily tinted for a full spectrum of colors, or use them un-tinted for a truly natural look.

For the contractor, these new finishes can be accomplished in one or two easy steps, quickly transforming a space from drab to extraordinary. Use these products to differentiate yourself from the competition and to offer customers something unique. Forget about having to compete on price, these finishes will put you above the fray and you keep the profits.

For retailers, introducing these products instantly gives you recognition as a source of inspiration and a destination for your customers when they want to refresh their home decor. These products are available in a compact, three foot planogram, creating a powerful profit center with minimal SKU's to stock. The planogram comes loaded with no-cost extras, including wet samples, dried-product sample applications, and signage. How-to videos and simple step-by-step guides will be available on-line for 24 hour access by both store staff and customers. Also available Monday – Friday is a live-person help line for answering application and product questions.

**Lifestyle Finishes** products will be available for shipping June 2017.

Visit [www.LifestyleFinishes.com](http://www.LifestyleFinishes.com) for more information.

GOLDEN Paintworks is the commercial coatings division of Golden Artist Colors, Inc. By listening to customer needs, then applying our considerable knowledge and experience to addressing those needs, Golden Paintworks innovates on behalf of people who work with paint every day. We don't just make paint, we live it. This is a company born of a passion for paint and an uncompromising commitment to quality. These are family values that go back to the 1940's when business was conducted mostly face-to-face, and customer service was simply known as friendship. Today we're an employee-owned company that strives to deliver exceptional value while maintaining the highest standards of quality, safety, and consideration for our community and environment. To learn more visit [GoldenPaintworks.com](http://GoldenPaintworks.com).

Sources:

10 Home Trends that will Shape your House in 2017, by Kelsey Kloss, December 28, 2016

[HTTP://WWW.ELLEDECOR.COM/DESIGN-DECORATE/TRENDS/NEWS/G3429/INTERIOR-DESIGN-TRENDS-2017/](http://WWW.ELLEDECOR.COM/DESIGN-DECORATE/TRENDS/NEWS/G3429/INTERIOR-DESIGN-TRENDS-2017/)

On the Lookout – Forecasted Interior Trends for 2017

<http://www.easterngraphics.com/pcon/en/2017/01/04/on-the-lookout-forecasted-interior-trends-for-2017/>