

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: paintworks@goldenpaints.com
Web Page: www.goldenpaintworks.com



FOR IMMEDIATE RELEASE

For Further Information Contact:
Dana Rice, Market Development Specialist

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LIFESTYLE FINISHES WOW DEALERS AT THE NATIONAL HARDWARE SHOW!

While the weather was pleasantly mild in Las Vegas during the National Hardware Show, inside the convention center things were red hot as Golden Paintworks rolled out the introduction of **Lifestyle Finishes™**, a line of decorative wall finishes.

Lifestyle Finishes are 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.



Visitors to the booth confirmed our belief that the timing is right for these kinds of products to be available to contractors and customers. As interest rates remain low, millennials are entering the home buying market and want to put their personal stamp on their home environment; but rather than do it themselves, they'd rather pay to have a professional do the work. This dynamic creates a win-win for the retailer and the contractor that can offer something unique and creative.

Established home owners are looking for a change as well. “Folks I spoke with at the show reported that their customers were rejecting the idea of smooth walls and seeking a rustic, natural look,” said Brent Barnard, Golden Paintworks Sales Manager. “**Lifestyle Finishes** offers several products that give the effect of bringing the elements of nature inside, giving customers just the rustic, natural look they are seeking.”

It doesn't stop with rustic though; **Lifestyle Finishes** can be used to create a range of looks, from rich metallic colors, to earthy, organic textures and contemporary, industrial finishes. All 18 products can be easily tinted for a full spectrum of colors, or can be used un-tinted for a truly natural look. Unlike faux finishes of the past that relied heavily on technique, the Lifestyle Finishes Textures are ready-to-use products that simply need to be applied.

Retailers are already signing up to be among the first to have the compact, yet robust **Lifestyle Finishes** planogram in their stores. Well supported with signage, literature and a hand-painted point of purchase display, **Lifestyle Finishes** planograms will be available for shipping June 19, 2017.



Visit 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 about a modern paint making company with classic qualities, come visit our factory in New Berlin, NY, or GoldenPaintworks.com.