

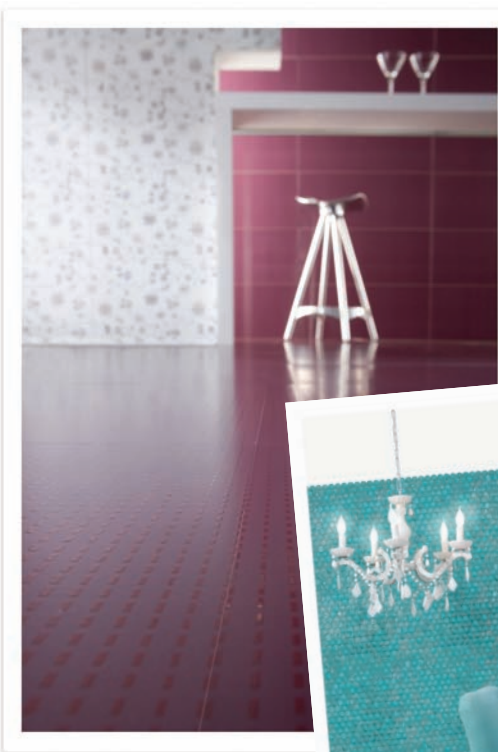
# Color Marketing Group

## ECONOMIC WOES AND OPTIMISM ARE INFLUENCES

What are the factors shaping color directions so far this year?

According to Color Marketing Group, the top choices — from Purples and Blues to Yellows and Greys — are being influenced by both concern for the economy and optimism about the future. The organization, a leading international non-profit association of color design professionals, has been predicting color trends for more than 45 years. CMG sees 2009 as more evolution than revolution. “We’re finding comfort in colors that are familiar, and yet, at the same time, we’re embracing colors that make us happy — especially as accents,” says Executive Director Jaime Stephens. “Everyone’s concerned about the economy, yet the spirit of the country coming together after the election is powerfully reflected in these choices.” What’s more, says Stephens: “The demand for colors and products that reflect an environmentally ‘greener’ world goes way beyond a trend. It is now a given.” Contact: [www.colormarketing.org](http://www.colormarketing.org)

2009 IS REFLECTING THESE TRENDS:



### Purple, Purple, Purple!

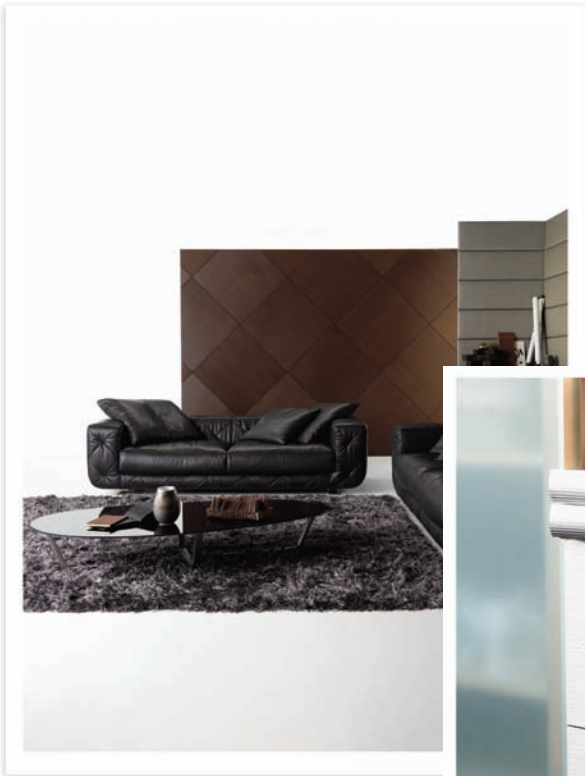
Emerging as a hot fashion color last Fall, purple is not just a fad. CMG forecasters report that it has risen to an entrenched trend, strongly influenced by November’s Presidential election. (Red plus blue equals purple.) Look for a greyed-out violet that works equally well as an accent or a neutral, as well as redder, plummier purples and bluer-influenced fuchsias in a huge range of products. Purple is the year’s “must have” color.



### Blue Is The New Green

Various greens have symbolized “green living” over the past few years, but in 2009 the environmental message is delivered by the color blue. There are watery blues, sky blues and a whole range of blues that now represent our commitment to living on a greener planet.

Above: Tile of Spain – Azteca Ceramica’s Tropic Lux 44 7.3” x 7.3” ceramic tiles  
Right: Tile of Spain – Onix Mosaico’s Geo Series ceramic tiles



Above: Natuzzi – Soprano sofa in Anthracite  
 Right: Formica Corporation – High Pressure Laminate  
 Color: 949-SP White in Sculpted Finish

## Cooled Down and Greyed-Out

Cooled-down, greyed-out browns and greys stand as complex neutrals that satisfy our urge toward classic colors in an economically challenged time. They also bridge the area between black, which seems harsh, and brown, which doesn't seem strong enough.



## White Means Business

White is now a business color as technology has produced amazing new and practical finishes, which helps explain why white is showing up everywhere, even in corporate board rooms. The contrasts are all in the finishes: matte versus gloss; shine and shimmer on reflective surfaces; textured whites versus smooth, all washable and cleanable. White also represents purity of thought, motive and result, exactly what we want from businesses now.



Springs Window Fashions – Bali® Custom Tailored Roman Shades in Flax

## Bright Accents

Bright Accents from India, China, and Turkey — the exotic has become the familiar. Oranges, turquoises and teals, reds and yellows will abound in hues from faraway countries that now seem very near. They are the optimistic touches.

## Return of the 'M' Word

It's mauve. Remember mauve? An old color that looks new again, in dusty violet shades, mauve works as an accent but also serves now as a neutral, punched up by bright Asian accents

## Yellow for Energy

The neutrals may have greyed, but look for lots and lots of bright, vivid yellow to give us energy as we rebuild the economy. It's the standout accent color for 2009.