

SELECT AND COORDINATE COLORS WITH EASE

Our newest color collection and color tools created with your needs in mind.



THE EASY CHOICE

Small color chips and subtle hue differences make color decisions challenging, but Sherwin-Williams Concepts in Color palette and color selection tools will boost everyone's color confidence.

We began by studying the color selection process and color decisions of homeowners, builders, property managers, and residential and commercial designers. Only then were we able to create a color selection system to meet today's demanding expectations – like bigger color chips, hues arranged by color family and vivid room photography. Featuring a collection of 250 of the most popular hues, plus 37 of the hottest "Lifestyles" choices, Concepts in Color is the solution for creating the ultimate color experience in residential and commercial spaces.

The first thing you'll notice about the Concepts in Color palette are the color chips. Arranged by color family, each oversized 3" x 5" take-home chip includes a small, perforated window designed to help in the color selection process. In addition, the back of each chip also has coordinating color recommendations to provide even more confidence when selecting.

BIGGER IS BETTER

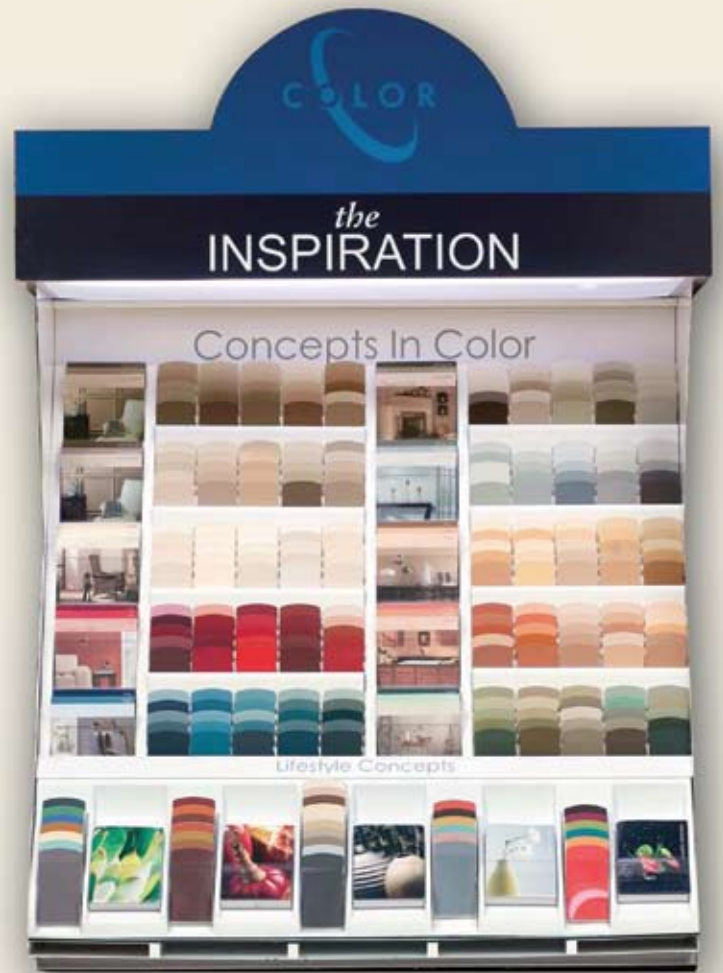
Concepts in Color™

HAVE THEM ALL

Stop by your local Sherwin-Williams store to view our hundreds of new colors along with the existing hues in our complete Sherwin-Williams COLOR™ system. You and your clients will find the perfect color or combination of colors. And if the project still requires custom matches, our exclusive SherColor™ Advanced Computerized Color Matching System will ensure you get exactly what's needed faster and more accurately than anywhere else.



Concepts in Color fan decks and large size color samples are also available. See your Sherwin-Williams representative or call **1-800-524-5979** to have a representative contact you. Architects and Designers can order online at sherwin-williams.com



PICTURE IT

To complement the chips, the new in-store color selector includes 30 Concepts in Color idea cards, each of which features four inspirational room scenes. We also offer five Lifestyle cards that showcase today's most popular palettes.



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