

ColorSnap

A free iPhone app for instant color matches

ColorSnap is a free color-matching app available for download at swcolorsnap.com. It allows users to quickly capture hues from their surroundings and match them to more than 1,500 Sherwin-Williams colors. Match shades to existing décor such as painted walls, artwork or furniture pieces, or to any color you or your customers see that strikes inspiration.

The application is quick and easy. Upload a photo from an existing photo library or snap a new photo. Then, use a finger to scroll around the im-



age to locate the exact hue to be matched and ColorSnap will immediately offer the closest matching Sherwin-Williams color, RGB value and a coordinating palette. Save the palette into “My Saved Colors” for future reference. A paint store locator feature is also included.

“With ColorSnap, you can discover how coordinating colors and bringing ideas to life is easier than ever imagined,” says Jackie Jordan, director of color marketing at Sherwin-Williams.

ColorSnap is the latest in advanced color matching technology and digital color visualization from Sherwin-Williams.

Visit swcolor.com for more interactive tools and color resources.

PDCA Celebrates its 125th Year

The Painting and Decorating Contractors of America (PDCA) turned 125 in 2009.

Established in 1884 by a group of contractors under the name Master House Painters of the United States and Canada, its original purpose was to promote the professionalism of painters and address competition, product and apprenticeship issues. In 1928, it was incorporated as a not-for-profit organization. The name was changed to the present one in 1937. PDCA moved its headquarters to St. Louis in 2003.

“PDCA membership not only makes a statement about your professionalism, but also gives you access to valuable education, business tools and resources,” says Steve Revnew of the Sherwin-Williams Company, an industry supporter of the organization. “Members are also listed on PDCA’s Find-A-Pro online directory.”

The Sherwin-Williams Company long-standing relationship with PDCA has included financial support of the Accreditation program, the industry’s professional designation, professional

events and bringing PDCA Contractor College education programs to major markets. The Contractor College Program offers business and technical education for contractors via live seminars and workshops, online courses, teleconferences and webinars. PDCA also develops Industry Standards and keeps its members up to date with EPA and OSHA regulations.

To learn more and join PDCA call (800) 332-PDCA (7322), or visit www.pdca.org. **PPC**

Share Your Painting Memories...

In celebration of its 125th anniversary, the PDCA is asking members to share their memories in the form of stories and photographs.

“Old memories or new ones – we want to hear from everyone,” says Liz Werle of the PDCA. “Stories, pictures and memorabilia will be posted in various communication sources for other members and the public to read and enjoy.” An online submission form is at <http://www.pdca.org/contractors/125th.htm>