



**FOR IMMEDIATE RELEASE**

**Contact:**

sherwin-williams@clynch.com  
Stephanie Herzfeld  
Carmichael Lynch Spong  
(212) 414-6844  
stephanie.herzfeld@clynch.com

**A COLORFUL COLLABORATION**  
***Sherwin-Williams and The Robert Allen Group Unveil Comprehensive***  
***Design Trade Program***

CLEVELAND (March 23, 2009) — Sherwin-Williams is proud to announce the launch of a multifaceted collaboration with The Robert Allen Group, a leading designer and marketer of decorative fabrics and furnishings to the interior design trade. Beginning this month, a suggested palette of complementary Sherwin-Williams colors will be included in the new Robert Allen Color Library upholstery and multipurpose fabric collection books, making color selection quicker and easier for designers coordinating fabric and wall hues.

“As leading color trend authorities for the paint and fabrics industries, this collaboration is a natural fit for both companies,” said Jackie Jordan, director of color marketing for Sherwin-Williams. “We’ve long been familiar and have worked with The Robert Allen Group, and look forward to broadening our relationship with this new program.”

In May, Sherwin-Williams plans to debut a color studio in the Robert Allen | Beacon Hill showroom at the Decoration & Design (D & D) Building in New York. And the company will have a smaller presence at more than a dozen Robert Allen | Beacon Hill showrooms nationwide.

“Finding new ways to combine color has always been one of my favorite stages of the design process,” said Christy Almond, operating vice president of design and merchandising for Robert Allen. “Our work with Sherwin-Williams will enable us to share some of the color inspirations behind our collections as well as create a complete color and design resource center for the design community.”

Forty Sherwin-Williams colors will be suggested for Robert Allen’s new spring fabric lines: *Hydrangea*, *Tulip*, *Terrain*, and *Leaf*. A palette of 10 coordinating hues will be highlighted on a color card for each collection, featuring both neutrals and vibrant accent colors.

-more-

For example, the *Leaf* collection includes the rich Forward Fuchsia (SW 6842) and light, creamy Muslin (SW 6133). In the *Tulip* collection, the bright Grenadine (SW 6592) is contrasted by the soft pink Lotus Pod (SW 7572).

The Sherwin-Williams color cards and professional color library will be available to designers at Robert Allen | Beacon Hill showrooms in Atlanta; Boston; Chicago; Dallas; Dania (Ft. Lauderdale), Fla.; Houston; Los Angeles; Philadelphia; San Francisco; Seattle; Troy, Mich.; Washington, D.C.; and New York. The 600-square-foot Manhattan “studio within a studio” on the third floor of the D & D Building will display designer-sized samples of the entire Sherwin-Williams color system.

“We expect to begin co-hosting color-related events with Robert Allen in key showrooms later this year,” Jordan said. “These events will serve as a great complement to our new presence in New York.”

For more information about the color and fabric collections, and to view the palette cards online, visit [sherwin-williams.com/robertallen](http://sherwin-williams.com/robertallen) or [robertallendesign.com/sherwin-williams](http://robertallendesign.com/sherwin-williams). These sites will launch in April.

### **Ask Sherwin-Williams**

For over 140 years, Sherwin-Williams has satisfied the coating and color needs of builders, designers, specifiers, property managers and contractors. Sherwin-Williams provides fast, flexible, responsive local service and personalized, expert advice. More than 3,300 stores and 1,600 sales representatives make Sherwin-Williams North America’s largest single-source supplier of high-quality paints, stains, masonry coatings and brand-name wall and floor coverings. Visit [sherwin-williams.com](http://sherwin-williams.com). For green solutions, visit [swgreenspecs.com](http://swgreenspecs.com).

### **About The Robert Allen Group**

The Robert Allen Group is the nation's leading designer and marketer of decorative fabrics and furnishings to the interior design trade. The Company sells its products under the Beacon Hill, Robert Allen, Robert Allen @ Home and Robert Allen Contract brands. Robert Allen Contract is a major provider of full coordinated fabric collections to the hospitality industry, as well as the healthcare, corporate and cruise ship industries. The Robert Allen Group has showroom locations throughout the United States, Canada, and the United Kingdom, and an extensive worldwide agent showroom network. For customer service in the U.S., please call 800-333-3777 or visit [robertallendesign.com](http://robertallendesign.com).