



## Devine Color Partners with American Society of Interior Designers Paint Category Innovator Offers Exclusive Designer Access Program

**About Devine Color** Devine Color Creamy Wall Coatings is more than just paint. It's paint, illuminated. Since inception, we've been a category innovator – created by an artist who sees color not as a number on a swatch, but as a true reflection of your sense of style.

Devine Color Creamy Wall Coatings is a premium, ultra-creamy, color-illuminating formula that embraces light to let rich, radiant color shine through. Our 209 luminous hues will inspire you to think outside the swatch.

**About ASID** The American Society of Interior Designers is a community of designers, industry representatives, educators and students committed to interior design. Through education, knowledge sharing, advocacy, community building and outreach, ASID strives to advance the interior design profession and, in the process, demonstrate and celebrate the power of design to positively change people's lives. The Society's 16,000 practicing interior designers work in all areas of commercial and residential design.

**The Partnership** Devine Color partnered with ASID because we believe that connecting with interior designers and industry representatives is critical to success. Through our creamy wall coatings, our goal is to give ASID members an alternative solution that better complements their design approach. Look for Devine Color in Icon Magazine, member e-blasts and at Dwell on Design.

**Member Benefits** ASID members enjoy exclusive discounts and services through the Devine Color Designer Access program. Plus, if you are not completely delighted with the Devine Color selected, we'll replace it with another. Details at [devinecolor.com](http://devinecolor.com)

- Wholesale pricing – 35% ongoing discount
- Complimentary Devine Color Deluxe Swatches
- Personal service from the Devine Color Support Team
- Opportunities for future rewards and recognition

[Sign up](#) to become a member and receive your *free* Designer Portfolio.

**For Information** Contact Kate Knox at 312.929.0506 or [kknox@talktocurrent.com](mailto:kknox@talktocurrent.com).

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