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DEVINE COLOR DEBUTS ENHANCED FORMULA FOR ITS 19 UNIQUE PAINT COLLECTIONS

Newly National Paint Brand also Launches ASID Partnership at NeoCon® Exposition

Chicago (June 10, 2013) – [Devine Color](#), which became nationally available in April 2013, is debuting its new and improved paint formula at NeoCon in Chicago from June 10-12. The reformulation of Devine Color Creamy Wall Coatings delivers a Zero VOC interior paint that is easy to apply and boasts a fabric-like finish enhanced with light-enhancing pigments.

Each of the [19 Devine Color collections](#) tells a spirited story of art and nature that will inspire users to think outside the swatch and create their own color story. Devine Color embraces light to let richer, truer color shine through and its ultra-creamy texture covers most surfaces in just one coat, leaving a smooth, lush finish that stands up to everyday living. The creamy wall coatings also offer a better application process with no dripping or spattering.

[NeoCon](#) is North America's largest design conference for commercial interiors and draws more than 40,000 attendees. At the show, Devine Color will launch a new partnership with the [American Society of Interior Designers](#) (ASID). A new [Designer Access Program](#) grants professionals wholesale pricing with a 35 percent ongoing discount. Also offered is complimentary Devine Color Deluxe Swatches, personal service from the Devine Color Support Team and opportunities for future rewards and recognition.

“At our interactive exhibition booth, attendees can explore how our color discovery process works and learn why Devine Color Creamy Wall Coatings are more than just paint,” said Joel Wasserman, Devine Color general manager. “We are excited to demonstrate how Devine Color offers a totally unique paint experience that is different from anything else in the industry.”

Visitors to the Devine Color booth (Booth 8-7038) will be introduced to the following:

- **Founder and Creative Director [Gretchen Schaffler](#):** Devine Color Creamy Wall Coatings is an artist-created paint brand that has been a category innovator since its inception more than 14 years ago. At that time, Schaffler created Devine Color in her home studio because there was no paint worthy of the colors she imagined – a personal yet bold move that caused major paint brands to take note. Schaffler will be at the Devine Color booth to share her personal story and color journey with attendees.
- **Discovery Cards:** Unlike standard paint chips, exclusive [Devine Color Discovery Cards](#) allow people to visualize color options holistically in the context of the light, architectural features, fabrics and furnishings in the space being painted.



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- **Devine Color Promise:** To further boost color selection confidence, the brand created the [Devine Color Promise](#) – if you are not completely satisfied with the color selected, it will be replaced with another for free.
- **Refreshed DevineColor.com:** Capitalizing on the ever-growing appetite to shop online, the new website is designed to remove the barriers and fear behind ordering paint online. A unique user experience guides site visitors through a color discovery process towards a guaranteed-to-be-successful paint purchase. The site also features a paint coverage calculator to easily determine how much paint is needed based on the dimensions of the space.

Devine Color is available for purchase at [DevineColor.com](#) and through e-tail giant [Amazon.com](#). For more information and inspiration, visit the website or find us on [Facebook](#) and [Twitter](#).

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About Devine Color

Devine Color is dedicated to empowering designers and homeowners to create the story of light and color the way they imagined it. Pioneering a new concept in paint with exclusive light-enhancing pigments, artist Gretchen Schaufler used her background in art therapy and graphic design to found the company out of her own home in 1998. As part of the Valspar Corporation, Devine Color benefits from the global footprint as well as research and development capabilities of one of the world's leading coating manufacturers. Visit www.devinecolor.com for more information.

About ASID

The American Society of Interior Designers (ASID) is a community of people—designers, industry representatives, educators and students—committed to interior design. Through education, knowledge sharing, advocacy, community building and outreach, the Society strives to advance the interior design profession and, in the process, to demonstrate and celebrate the power of design to positively change people's lives. Its more than 30,000 members engage in a variety of professional programs and activities through a network of 48 chapters throughout the United States and Canada. Learn more at www.asid.org.

About NeoCon

The 45th annual NeoCon®, the National Exposition of Contract Furnishings, is North America's largest exhibition of contract furnishings for the design and management of the built environment. NeoCon features the latest trends, products, and concepts in office, healthcare, hospitality, residential, institutional and government environments from more than 700 exhibitors. Approximately 40,000 trade professionals are expected to attend. For more information about NeoCon, visit www.neocon.com or call (800) 677-6278 (MART). Outside of the United States call (312) 527-7600. NeoCon is only open to trade professionals with proper credentials. NeoCon® is a registered trademark of MMPI.