

New combination paint chips makes room colour selection easier for the novice

Canadian architectural paint brand PARA Paints continues to make paint colour selection even easier for Canadian consumers, designers, contractors and architects. The company has announced the launch of a unique concept in paint chips— Colour Combo Round Paint Chips.

The four-inch interlocking round chips showcase three colour combinations on one side, and a room setting featuring the three colours on the other.

“Feedback from our more than 400 dealers across the country indicates that colour selection is the biggest challenge consumers face when buying paint,” said Shawn Graham, Senior Brand Manager of PARA Paints and a member of the Virginia-based international colour forecaster, Color Marketing Group.

“By providing colour suggestions and showcasing different looks for the same rooms, PARA’s new Colour Combo Round Paint Chips take the concept of the traditional paint chip one step further, so consumers can actually visualize how the paint would look on their walls.”

The new colour combination chips build on the success of PARA’s single colour interlocking round chips, an industry first introduced by PARA last year.

Available in a mix of 26 colours from PARA’s 2007 Fashion Trend collection, all of the colours on the combo chips are also available as a single colour round chip.



PARA’s new Colour Combo Round Paint Chips are designed to make the paint selection process even easier. They showcase three colour combinations on one side, and a room setting featuring the three colours on the other.

layering effect that looks similar to a colour wheel.

“These new chips enable users to experiment with using more or less of particular colours right in the palm of their hands, resulting in more confident colour choices for their walls, trim, and even décor accessories,” said Graham.

For more information or to locate a PARA Paints dealer, call 1-800-461-PARA or visit www.para.com.



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