

## What's Popular in Paint

The March 2015 issue of *Hardware Retailing* magazine identifies paint projects, colors and products that are trending this year. After interviewing retailers and design experts across the country, the editors named five trends that will make an impact in 2015. As consumers are becoming more trend-savvy, it is important to be on the forefront of popular projects so you can assist customers in their DIY needs.



### Colored Chalkboard Paint

While green and black chalkboard paint has been established, colored chalkboard paint has now emerged. Many consumers are using chalkboard paint to decorate children's rooms.



### Chalk Paint

Chalk paint has a chalky finish and is not a surface to write on with chalk. It is used to refinish furniture and has inspired many workshops and events across the country.

## Applied to Retail:

When a customer comes to your paint department, it's vital that your sales associates are up-to-date on the latest trends and can help customers tackle projects or answer any questions they may have. Providing expertise on different paint projects and wall coverings will establish your store as your customers' go-to source for creative and crafty ideas. If an employee is an avid DIYer, allow him or her to display completed projects in-store to provide inspiration and examples of projects customers can complete.



### Blue and Gray Paint

Blue shades are in this year as they complement a majority of colors and pop against neutrals. Gray is also covering walls across America, as it is a diverse color that offers a wide array of shades.



### Wallpaper

Wallpaper is back, and it is now bright and bold, often featuring geometric patterns. It adds visual and textural appeal to rooms, a spunkier alternative to a solid-colored wall.



### Metallic Paints

Old doorknobs, outdated chandeliers and retro lamps are getting a makeover with metallic paint. Some popular metallic colors are rose gold and brass.

## How To Sell:

Display hues of blue and gray or your top-selling colors on drywall samples. This presentation allows customers to see the color on a bigger scale and compare other colors to that sample. Host workshops where customers can bring in a small piece of furniture to refinish with chalk paint, or have a Pinterest party where customers recreate a popular Pinterest project with items they can purchase in your store. These events will bring DIYers into your store and show customers your employees are experts.