



DecoArt®

PRESS RELEASE

Angela Barger: *Manager of Digital and Social Marketing* • t: 606.365.5092 e: abarger@decoart.com

DecoArt® Expands Americana Decor® Family with Outdoor Living

Stanford, KY. (January 8, 2016) -- Outdoor entertaining has been an American favorite since the end of WWII when the desire for the American Dream created the suburbs. Outdoor entertaining over the firepit became a symbol of the good life so many had fought to protect. As the years have gone by, the barbecue pit transformed as the modern grills surged onto the market. Summers were filled with the smell of grilled steaks and burgers, and neighbors crossed fences to enjoy a weekend potluck. The current outdoor living situation was catapulted forward by the economic downturn. Limited budgets and soaring gasoline prices affected vacation plans, and the “staycation” was born. The end of the recession, though, did not translate to the end of Americans not travelling. According to a Skift survey, 62.4% of Americans did not travel in 2014. Those who fall in the middle class bracket were the most likely to stay at home instead of hitting the beaches. If people were going to remain at home, then they wanted their yards to become refuges from the daily grind. Home owners put so much of themselves into the interiors of their homes, why shouldn't that apply to the exteriors?



Outdoor living areas have become an extension of the kitchen and family room. The same decorative touches and finishes inside should be able to be reproduced on the deck or patio. According to our consumer survey, 89.85% of respondents would like to improve their current outdoor space. These outdoor spaces can become quite costly. So a line of products that will allow consumers to revitalize what they already own or add a personal touch to a mass-produced item will also allow their dollars to stretch more.

The Americana Decor product family started with a selection of Chalky Finish paints, finishes, and accessories. Customers soon discovered the high quality and affordable price-point of this line and drove sales through the roof. In 2015, we hit the other end of the paint finish spectrum with the addition of Maxx Gloss to the Americana Decor family. Now, with demand high for outdoor decorating solutions, we are now offering Americana Decor Outdoor Living. These paints are permanent and durable with excellent adhesion to concrete, terra cotta, masonry, wood, metal, plastic, glass, and more.

- Available in 8-oz. and some 16-oz.
- No sealer required for a durable, long-lasting finish
- Eggshell finish
- Excellent water-resistance
- Scuff resistant
- Water-based and non-toxic
- Fade resistant due to excellent lightfast pigments



DecoArt, Inc.

Since 1985, DecoArt has manufactured one of the broadest lines of acrylic paints and finishes for general arts and crafts use in the world. The line includes all-purpose acrylics for professional artists, crafters, and students. Located centrally in the United States, DecoArt manufactures numerous specialty paints that are designed specifically for surfaces like glass, ceramics, fabric, and metal, from its Stanford, KY production facility. DecoArt products are known around the world for their superior and consistent quality and excellent value. For more information on DecoArt, visit www.DecoArt.com.

