



DecoArt®

PRESS RELEASE

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2016 DecoArt® Lines Expansions

Stanford, KY. (January 8, 2016). DecoArt is expanding customer favorite lines with new colors and product offerings. The company spends a lot of time listening to consumers on what they feel is missing from the market and doing trend research.

Trend research is compiled from a variety of sources including gift shows, fashion magazines, Pinterest, and boutiques. DecoArt attended the Las Vegas World Market and the Atlanta Gift Show, and they both showed some major trend categories that drove new product development. The color stories included bright pastels and the presence of a true blue in décor. Metallics are also having a moment, and the warm ones are definitely in... whether it is a rose gold or a worn brass.

The compilation of consumer feedback and trend spotting resulted in these new additions to the DecoArt family. Look for announcements coming soon on where they will be available for retail purchase.

Americana® New Colors

Americana® Acrylics, the number one selling acrylic craft paint, welcome seven new colors to the line for 2016. Bright Salmon, Chartreuse Yellow, Desert Cactus, Teal Mint, Aqua Sky, Colonial Blue, and Frosted Plum are sure to be big hits based on current color and fashion trends. Americana Acrylics are premium, all-purpose, matte finish paints that deliver superior coverage with a permanent, durable finish.



Americana® Neon Lights

The trending pastel fluorescents are: Pink Explosion, Peach Punch, Radiant Yellow, Green Energy, and Knockout Blue. Like all Americana® paints, they are made in the USA.



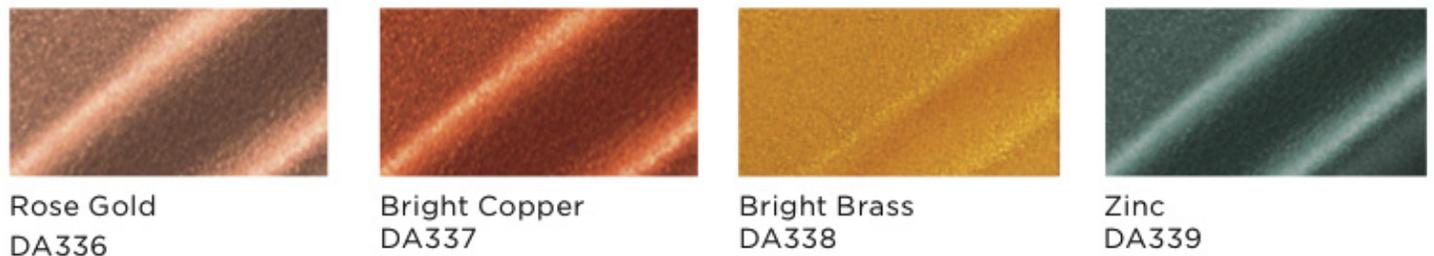
Americana Decor® Chalky Finish New Colors & Wax

Continuing to be a favorite among the DIYer and those upcycling flea market finds, Chalky Finish has 14 new colors joining the lineup for 2016: Estate, Renaissance, Cherish, Reminisce, Rejuvenate, Bestow, Revive, Keepsake, Colonial, Preservation, Honor, Victorian, Restore, and Artifact. There's now an additional finishing option as well, White Crème Wax. Achieve a whitewashed look easily by applying this protective wax and then buffing to the sheen you desire.



Dazzling Metallics® New Colors

The brightest metallics available on the market are now available in four new trendy colors: Rose Gold, Bright Copper, Bright Brass, and Zinc. Water-based and non-toxic, Dazzling Metallics are a premium, all-purpose metallic paint perfect for adding that elegant shimmer to projects.



Metallic Lustre™ New Colors

People love the heavily-concentrated metallic wax colors in our Metallic Lustre line and keep asking for more! In 2015, we gave you Rose Gold. In 2016, you can look forward to White Frost, Polished Coral, and Burnished Brass. Metallic Lustre dries quickly and adheres to most absorbent surfaces, making it a staple for home decorating.





Chalk Finish Medium

Americana is adding a new medium to its line-up, Chalk Finish. It mixes with any water-based acrylic paint to transform it into a chalk finish paint while retaining the adhesive properties of the original base paint. It distresses easily to create a worn, vintage appearance.

Ultra-Fine Tip Applicator

Sized to easily fit onto a 2-oz. bottle, the Ultra-Fine Tip Applicator comes with a self-cleaning needle cap to prevent clogs from forming. Easily create fine line work or even make a Zentangle with your favorite paint using this applicator.



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.

