

# Valspar® Paint Launches the Valspar Love Your Color Guarantee™

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CHICAGO, April 9, 2012 – Only Valspar® Paint offers the Love Your Color Guarantee™, its powerful, new color assurance program. Color has the power to lift moods, brighten spirits and transform a room. Through this program, Valspar Paint wants to help people connect to the power in color and select the color that is right for them.

Valspar wants consumers to love the color they choose, and now they guarantee it. From now until October 8, 2012, Valspar is offering a complimentary replacement color to anyone who does not absolutely love their first color choice. The Love Your Color Guarantee applies to purchases of Valspar® Signature Colors® Interior Paint at Lowe's, and will be issued through a rebate for up to two gallons of a replacement Valspar paint color.

"Choosing the right paint color can be an emotional journey for many people, and Valspar is continuing to offer new ways to make that experience easier," said Paula Shikany, director of marketing, Valspar. "With the Love Your Color Guarantee, we hope to take some of the apprehension out of the color selection process and give consumers the peace of mind they need to find a color they will love."

To introduce the Love Your Color Guarantee program, Valspar will launch a multi-platform, integrated marketing campaign. New television spots will premiere on April 11 and will be supported by advertisements featured in national print home, lifestyle and entertainment publications including House Beautiful, in addition to daily print newspapers including USA Today. Digital and banner advertisements, as well as signage in Lowe's stores nationwide, will help spread the word about the Love Your Color Guarantee.

Valspar is also engaging consumers directly via social media with a "Love Your Color Guarantee" sweepstakes on the Valspar's Facebook page. From April 12 through April 25, fans of Valspar Paint on Facebook will have the opportunity to submit entries stating what else in life they wish was guaranteed, for a chance to win a personal color consultation with Valspar spokesperson and famed designer Genevieve Gorder. The grand prize winner will receive Valspar Signature Colors with Hi-DEF Advanced Color System™ paint in the colors Ms. Gorder personally recommends for their home during the color consultation. (See Official Rules at [www.facebook.com/ValsparPaint](http://www.facebook.com/ValsparPaint) for complete sweepstakes details. No purchase necessary to enter the sweepstakes.)

Valspar is committed to helping everyone find the right color to transform any space and offers unique and innovative tools to help with every step of the color selection journey. These tools include the Virtual Painter on [www.valsparpaint.com](http://www.valsparpaint.com) that allows consumers to upload photos and virtually paint them with Valspar colors; Valspar Paint Sample Kits to explore color options in the home; and the free ProjectPaint app available in the App Store, Google Play and BlackBerry App World that allows consumers to view, save and email Valspar paint colors.

For additional details, eligibility requirements and information on how to obtain a rebate through the Love Your Color Guarantee, please visit [loveyourcolor.com](http://loveyourcolor.com) or your local Lowe's store. For more information about Valspar Paint, please visit [www.ValsparPaint.com](http://www.ValsparPaint.com), or Valspar Paint on [loveyourcolor.com](http://loveyourcolor.com). Valspar is available at Lowe's stores nationwide.

CHICAGO, March 1, 2012 – Valspar Paint wants everyone to discover the transformative power in color, and to help them take the first step, today kicks off the **Connect to the Power in Color Giveaway**. Every day in March Valspar will be giving away up to 750 free eight-ounce paint samples and paint project starter kits to fans of Valspar Paint's Facebook page Valspar's Facebook page. Valspar Paint Facebook fans can customize their sample kits with the paint color of their choice. The giveaway starts on the Facebook page at 10 a.m. EST each day and lasts until midnight or until all 750 samples have been given away.

To help fans choose from Valspar's 3,000 color choices of free samples available, designer Genevieve Gorder has curated an exclusive Valspar spring 2012 color palette. Genevieve's palette includes twelve of her favorite Valspar hues for the home: **Amber Rose, Sweet Shadows, Woodlawn Sterling**

**Blue, Sable Calm, Soft Silk, Moonbeam, Bangkok Rust, Baked Clay, Luscious Green, Classic Navy, Spring Moss and Gold Seal.**

"Valspar Paint is committed to bringing the transformative power in color to everyone, what better time to try on a new color than at the start of spring," said Gorder. "I'm all about experimenting with different paint colors to find the ones that give a room the right personality. The sample giveaway gives everyone a chance to find the colors they love for their space."

Each free sample kit from the Connect to the Power in Color Giveaway contains one eight-ounce sample can, miniature roller, paint tray, coordinating color chips and a coupon for \$5 off a gallon of Valspar Paint at Lowe's® stores nationwide.

As the first step in any painting project, Valspar recommends trying a sample of the color. Paint can appear to change color depending on the light in the room. Designers and decorators often test paint colors before making a final selection by doing a 'roll out.' This can be done at home by applying a Valspar sample to a piece of poster board and watching how the light affects it in different areas of the room.

For more information about Valspar Paint on Facebook, visit [Valspar's Facebook page](#)