

The Rohm and Haas Paint Quality Institute Updates its Logo and Shares International Color Information

The Rohm and Haas Paint Quality Institute (www.paintquality.com.au) has recently updated the look and feel of its logo. Founded in 1989 and originally serving the North American marketplace, the educational arm of Rohm and Haas has developed into a recognized global authority on quality paint and painting practices.

The Paint Quality Institute (PQI) is now present in 14 countries and is considered an established resource for a broad range of people from DIYers and professional painters to architects and specifiers. The new logo has been designed to reflect the brand's expanding role.

In particular, colour has become a strong driver globally in the paint selection process, according to the PQI experts. "Paint serves two purposes, protection and decoration. PQI has become an industry source for providing guidance on both of these important aspects", states Mike Beresford, PQI's manager in Australia and New Zealand. He continues, "The choice of a paint hue is quite subjective and can be influenced by current fashion and personal taste – we strive to help paint users get a top quality paint job with whichever colour they have chosen. We believe our updated logo reflects our evolution as an international information resource."

PQI now provides a view of colour and decorating trends from around the world through its website www.paintquality.com.au, as well as simple and practical tips on how to incorporate these into the home. For the upcoming painting season, Beresford shares a number of global colour directions.

1. A growing focus on the environment and sustainable products continues to push natural, earthy hues to the forefront. Leaf-like greens, organic browns, rust and copper are just a few of the hues that will be seen in many 2007 decorating palettes.
2. The 2008 Summer Olympics and a keen interest in Asian culture will influence many colour choices. From clean, clear reds and deep plums to soothing blue and white combinations, these hues can be used as exciting accents or to produce a restful space within a home.
3. Neutral hues will step up again in popularity and provide a respite from technology overload. Whether these new neutrals are used in moderation or on a broad wall area, they provide a subtle hint of relaxation, elegance and luxury to any living space.

To view our latest international colour directions as well as a wealth of information about top quality paint and decorating, visit www.paintquality.com.au

About Rohm and Haas Company

Leading the way since 1909, Rohm and Haas is a global pioneer in the creation and development of innovative technologies and solutions for the specialty materials industry. The company's technologies are found in a wide range of markets including: Building and Construction, Electronics, Food and Retail, Household and Personal Care, Industrial Process, Packaging, Paper, Transportation and Water. Our innovative technologies and solutions help to improve life every day, around the world. Visit www.rohmhaas.com for more information

About The Rohm and Haas Paint Quality InstituteSM

The Rohm and Haas Paint Quality InstituteSM was formed by the Rohm and Haas Company, a worldwide producer of specialty materials, in 1989 with a charter of independence and objectivity to educate consumers and retailers on the advantages of using high quality paint, as well as to inspire them with information on innovative ways to use. For more information, visit the Paint Quality Institute website, www.paintquality.com.au.