

**AIA Booth #2053**

Valspar invites architects to share in its color obsession

*Helping architects to realize their inspirations for a more colorful, more brilliant world*

**Minneapolis – April 2017** – With more than 200 years of experience in the industry and over 50 years perfecting 70 percent PVDF coating systems, The Valspar Corporation has earned a reputation as “Color Obsessed.” The company’s new campaign matches real-world examples of Fluropon® architectural coatings with inspirational, colorful experiences from nature, architecture, interior design, fine art, fashion, food, music and more.

“At Valspar, we share the architect’s vision for the perfect color to last long into the future. That’s why we pay obsessive attention to every detail, why we have over 20,000 active colors and why we are developing new color spaces that could never before be achieved in 70 percent PVDF architectural coatings for metal,” says Jeff Alexander, vice president of sales for Valspar’s Coil and Extrusion group.

Complementing its Color Obsessed campaign launch, Valspar’s booth #2053 at the American Institute of Architects (AIA) Conference on Architecture will provide a colorful experience for architects to explore the possibilities with metal coatings. Life-size panels featuring Valspar Fluropon coatings in a range of classic metalescent colors will be featured. Architects are encouraged to join Valspar for happy hour in its booth to celebrate color on Thurs., April 27, 3-4 p.m.

Visitors to Valspar’s AIA booth may browse colors, order custom color samples, connect with project chemists to discuss coating formulations, and pick up an updated three-part specification guide. Valspar’s newly redesigned architect microsite, [www.valsparinspireme.com](http://www.valsparinspireme.com) also makes ordering free color samples and downloading resources simpler than ever.

Valspar supports architects and designers with its proven high-performance coating systems, industry-leading technical expertise, color-matching and sustainability resources, responsive customer service and high-priority lead times. Learn more at [www.valsparinspireme.com](http://www.valsparinspireme.com) and in booth #2053 at the AIA Conference on Architecture, April 27-29 in Orlando.

# # #

***Valspar: If it matters, we're on it.®***

Valspar is a global leader in the coatings industry providing customers with innovative, high-quality products and value-added services. Our 11,000 employees worldwide deliver advanced coatings solutions with best-in-class appearance, performance, protection and sustainability to customers in more than 100 countries. Valspar offers a broad range of superior coatings products for the consumer market, and highly engineered solutions for the construction, industrial, packaging and transportation markets. Founded in 1806, Valspar is headquartered in Minneapolis. Valspar's shares are traded on the New York Stock Exchange (symbol: VAL). For more information, visit [www.valspar.com](http://www.valspar.com/) and follow @valspar on Twitter.

Media Contacts:

Bill Seymour

+1 612.656.1328

[william.seymour@valspar.com](mailto:william.seymour@valspar.com?subject=NR%20Inquiry)

Heather West

612.724.8760

[heather@heatherwestpr.com](mailto:heather@heatherwestpr.com)

Isabel Bartig

612.851.7282

[ibartig@valspar.com](mailto:ibartig@valspar.com)