

A Natural Choice: Kelly-Moore Paints Names “Bahia Grass” Its 2018 Color of the Year

Winner Selected by Influential Group of ASID Designers Across the U.S.

SAN CARLOS, CA-- (September 29, 2017) – Kelly-Moore Paints announced the results of its Color of the Year (COTY) 2018 designer survey, sent to a nationwide group of 15,000 ASID-certified interior designers and members of the American Society of Interior Designers (ASID). As members of forecasting organizations Color Marketing Group (CMG) and Color Association of the United States (CAUS), we selected the most influential colors that reflect home décor trends for 2018, and then presented those colors to this esteemed group of designers.

And we’re excited to announce the 2018 COTY winner the respondents picked: Bahia Grass KM4782.

A subtle shade of green, Bahia Grass captures the essence of swaying wild grasses in a summer breeze — but it works well in any season. This atmospheric hue is the epitome of a modern neutral, clearly tinted yet delicately balanced — making it perfect as a fashion statement with a timeless feel.

“With the return of a ‘70s influence, we begin to see browns become the dominant neutral in 2018; brick red, burnt orange, olive green and golden yellow jump into the palette while coral, bright blue, indigo and aqua keep the palette fresh,” said Mary Lawlor, Manager of Color Marketing. “The design community’s pick of Bahia Grass KM4782 as COTY 2018 is no surprise, as it’s the perfect companion to current and future trending colors.”

The 2018 COTY runners-up were: Galleon Blue HLS4288, Peach Temptation KM5425, and Fruity Licious KM5448.

To view the COTY 2018 and color forecast, visit our [blog at kellymoore.com](http://blog.at.kellymoore.com). Color samples can be ordered by emailing colorsamples@kellymoore.com.

For more information about Kelly-Moore Paints, its products, colors and services, and store locator, visit kellymoore.com.

About Kelly-Moore Paint Company, Inc.

Headquartered in San Carlos, California, Kelly-Moore is one of the largest employee-owned paint companies in the United States, where each employee-owner is committed to offering the exceptional customer service for which the company is renowned. When you call or visit a Kelly-Moore store you are speaking with an owner. A leader and innovator of waterborne-coating technology, Kelly-Moore was the first major paint company to offer recycled-reclaimed paints, 0-VOC waterborne colorants, and the industry’s largest selection of stock colors. Kelly-Moore is one of the few paint companies committed to continue providing stock colors for their superior color consistency. Introduced in 2013, its Studio Collection offers over 1700 custom hues inspired by the diverse landscapes and architecture of the western U.S.

Trusted and preferred by professionals since 1946 as the “Painter’s Paint Store” for its high quality, performance and consistency, Kelly-Moore’s paints are safe and easy to use for everyone. The company’s environmentally friendly paint factory in San Carlos is the recipient of four widely recognized and among the most stringent environmental awards. Kelly-Moore is dedicated to giving back to the communities it serves. This ethos is reflected in its corporate giving program and its numerous industry-leading green business accolades.