

The KILZ ROLLER REPORT



THE SIXTH ANNUAL KILZ® BRAND ROLLER REPORT SURVEY: "OVERCOMING REDECORATING FEARS"

The sixth annual KILZ® Brand Roller Report survey: "Overcoming Redecorating Fears," reveals insights on how many home owners harbor unwanted anxiety about making home décor and paint color decisions on their own. The report, which surveyed more than 1,000 U.S. and Canadian do-it-yourselfers, finds that while DIYers are hesitant and overwhelmed by the redecorating process, in the end, they ultimately find the sense of renewal they were looking to achieve.

Lisa LaPorta, KILZ® brand spokesperson, designer and host of HGTV®'s *Designed to Sell* and *Bang for Your Buck*, interprets the survey results and provides tips to ease your mind and brighten your mood when it comes to home décor.

For many DIYers, fear of the dark has evolved into fear of dark color palettes, and the monster under the bed has transformed into the wrong theme in your master bedroom. As these fears build, the task of redecorating becomes overwhelming. This year's report reveals that there are several common insecurities that DIYers face when they approach a home improvement or redecorating project; trends, color choice and bold risks could potentially lead to disappointing results.

Follow the trends, or follow your instinct?

SURVEY FACT: More than half of the DIYers surveyed (56 percent) pay attention to color trends, and 91 percent of those people are satisfied with the popular color palettes of the moment.

LAPORTA: It's easy to open a magazine and find popular colors and furniture designs already picked out for you, but decorating does not have to follow the trends. While these trends are a great way to inspire you and get your creative juices flowing, don't feel limited to imitate exactly what you see! Your personal preferences should play a big role in your decisions, since you're the one who will be living with those colors. Try to find a balance between the trends you spot when flipping through magazines and your personal style and color preferences. If you stick to what you love, the process will feel a lot less risky and you will be happier with the end results.

Redecorating is not the time to be hasty!

SURVEY FACT: A majority (58 percent) of respondents said their design choices revolve around a color palette, and for a third (28 percent) of them, choosing a color is the most daunting part of redecorating.

LAPORTA: Put down the paint roller and take a deep breath. Before you start painting any walls or buying new throw pillows, take the time to plan! Selecting a color can be daunting, but it's even scarier if you paint your walls and then can't find anything to match that color palette. Color choice is the foundation of design, which means everything could fall apart with one hasty decision. Start with selecting a theme and collecting a few color swatches to bring home with you. Staring at a wall of 2,000 colors with names like "Ferocious Crimson Blaze" doesn't make this initial step very easy, but the KILZ® Casual Colors® paint line has perfected 630 one-coat colors that simplify the beginning stage. Also, using a primer like KILZ Clean Start® before painting should give you a little bit more comfort in making your color choice. Once you narrow down your color choices, bring them around with you when you look at different design elements, like area rugs, window treatments, bedding or pillows. Date your color scheme before marrying it.

There is always an underlying hesitation to take bold risks.

SURVEY FACT: More than half (57 percent) of DIYers are *willing* to take risks when it comes to making bold color choices, but most DIYers (71 percent) still believe in the staying power of neutral colors such as tans and creams.

LAPORTA: It's fairly common for someone to really want change, but not be proactive in doing so. Don't feel like just because your home is decked out in neutrals that your redecorating requires new, bold wall colors, or vice versa. If going bold or going bare really wracks your nerves, don't do it! Redecorating should be all about refreshing your lifestyle, and that doesn't always mean a drastic change to your wall color. So brighten your bold walls and then add calm colors on your couch and your bookshelves, or restore your neutral walls and include some colors in a floral arrangement or in wall art for some pop. When you do decide to take a leap with your color choice, particularly if you're going from a bright color to a neutral one, be sure to use a primer like KILZ® Premium to hide all evidence of your former bright shades. Also, keep in mind that a color change can be seen in less conventional ways, such as painting a ceiling or the back of your built-in bookcase.

Big changes don't need to have big costs.

SURVEY FACT: Almost half (45 percent) of DIYers feel interior wall color provides the greatest rejuvenation after a major life change.

LAPORTA: If the economy and the continually sinking job market have left you feeling stressed and worn out, redecorating on a budget could help you start anew in unexpected ways. Change still doesn't necessarily require drastic measures, but a fresh coat of paint in your home can help to prepare you for a fresh start. While you face changes that are out of your control, be proactive and take control of what you can. Refreshing your paint colors can be a rejuvenating change for you and your family. For best results prime first. Try KILZ Clean Start® primer with zero VOCs!. Also, if you just made a big move to a new house or apartment, add some color to your walls, and it will start to feel more like home each time you walk through the door. Having a color on the wall that reflects your own personal style welcome you home can feel very refreshing and comforting.

Facing those scary changes could really be worth it.

SURVEY FACT: More than 80 percent of the DIYers surveyed believe that the interior wall colors they use can affect their mood.

LAPORTA: There are an incredible amount of studies revealing the psychological value colors have, particularly when they are used as the theme in a room. So if you want your kitchen to be the social area or

your bedroom to be more serene, a new wall color can help you get there. But don't just go with the first thing you read. Be sure to look in more than one place to learn about the kinds of moods certain colors can cause because the different interpretations might help you better understand the full effect your new walls might have. If you are trying to create a new atmosphere for your home, taking a bit of a risk on a color because of its typical psychological value could be a valuable contributor to your final decision. To ensure that the mood you are trying to set is right on target, prime your walls with KILZ Clean Start[®] primer for a completely fresh start before you begin to paint. Plan ahead and keep in mind your own preferences.

Give your child's color choice a chance.

SURVEY FACT: Among parents, most (81 percent) said they would be willing to allow their child to pick the color of his or her room.

LAPORTA: It's true: kids have a tendency to change their minds rather frequently, but don't adults, too? Just like we have personal preferences about the color scheme of our rooms, kids like to have a space that reflects their imaginations. Since they aren't ready to be independent, choosing their bedroom color scheme allows them to create a safe haven that is purely theirs (under your roof). Even if your entire interior design is based off of neutrals with subtle tones and your child begs to have a red and orange room with a splatter-painted ceiling, don't be nervous. They are looking for a creative outlet, and their walls are their canvas. Explain to them that they have to think about their decision for certain amount of time before you paint, and that they won't be able to repaint their room for another four years, as an example. Setting those boundaries will help them understand the responsibilities of painting and be sure of their choices. And if things get too scary, you can always use a primer like KILZ[®] Premium to help them wipe their canvas clean.

ⁱ Formulated without addition of VOC containing solvent. Raw materials may contribute to negligible amounts of VOC. VOC<5g/L, excluding colorant(s).

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