

Valspar Paint Brings Color To The Colorblind With "Color For All" Initiative

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(CHICAGO, IL — MARCH 18, 2015) — Color can be at once both powerful and empowering. It can reflect one's personal style, make a statement and evoke distinct emotional reactions. The visual impact of color is incomparable. Yet, 300 million people around the world are colorblind, unable to distinguish colors, in particular red and green.

With a mission to bring color to those who don't have it and to remind those who do to appreciate it, Valspar, a global leader in the paint and coatings industry, has launched "Color for All." Through a partnership with EnChroma, a manufacturer of color blindness correcting glasses, Valspar is gifting this special eyewear to a number of colorblind individuals while raising awareness about color's impact on our lives.

The #ColorForAll initiative is anchored by a short documentary, titled "Color for the Colorblind" that shares personal stories from four colorblind individuals and their reactions to experiencing color for the first time. The film can be viewed at ValsparColorForAll.com.

"As a company deeply rooted in color, Valspar believes that everyone deserves to see and appreciate the experience that color brings to life," said Joel Wasserman, Director of Brand Integration at Valspar. "Most people don't know what it's like to live in a muted world. We're dedicated to making a change for the better and igniting a conversation around the impact of color"

Individuals who are colorblind or are affected by color blindness are encouraged to share their own stories with #ColorForAll or at ValsparColorForAll.com, where responses will be featured along with additional footage from the film. Some of those submitting stories will receive EnChroma glasses, courtesy of Valspar. Additionally Valspar will be working with art museums across the country offering up the glasses to enable even more people to see color for the first time.

About The Valspar Corporation

The Valspar Corporation (VAL) is a global leader in the paint and coatings industry. Since 1806, Valspar has been dedicated to bringing customers the latest innovations, the finest quality and the best customer service in the coatings industry. Valspar— if it matters, we're on it.

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About EnChroma

EnChroma is a Berkeley, California company that emerged out of an NIH SBIR grant designed to study the feasibility of enhancing color vision in humans, particularly the color blind. Comprised of researchers, engineers and tech experts along with an advisory board of world-renowned vision scientists, EnChroma hopes to impact the lives of the estimated 300 million people worldwide who have color vision deficiency and everyone desiring Better Color Vision TM.

EnChroma is dedicated to developing a robust line of innovative eyewear products with cutting-edge optical technology for men, women and children.

The EnChroma Cx uses high-tech optics to enhance color before it reaches the eye, giving the colorblind access to a new world of color experience.

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