

BERGER  
PREMIUM

NAME  
THAT  
COLOUR...

inspirations<sup>®</sup>  
Paint & Colour

**MEDIA RELEASE**  
**February 2010**

## **Inspirations Paint & Colour and Berger Premium need your creative colour names!**

*Inspirations Paint & Colour has launched 'Name that Colour,' an exciting new campaign for their exclusive paint brand Berger Premium, and they are looking for your creative input!*

For the first time ever, Australians are invited to awaken their imagination for the chance to win the naming rights to their own paint colour!

People within the paint industry are frequently asked 'Where do paint colour names come from? Who names them? And can I name a colour?' This is the ultimate chance for the public to participate in this process!



The nationwide campaign is centred on the website: [www.namethatcolour.com.au](http://www.namethatcolour.com.au). Simply visit the website to submit suggested names for a range of six new Berger Premium colours or just vote on other people's submitted names.

"Whether you think you have a flair for colour, taste and style, or simply want the chance to have a colour named after your local area, a landmark, a significant memory or a person, the Berger Name that Colour competition will give you the chance to have your say and a bit of fun at the same time," said Joel Goodsir, National Marketing Manager, Inspirations Paint & Colour.

The final colours will be announced in July 2010 and will form part of collection of 40 new Berger Premium colours.

Go to [www.namethatcolour.com.au](http://www.namethatcolour.com.au) to get creative and place your votes!

*Inspirations Paint & Colour is a national chain of leading paint specialist stores that have interactive colour showrooms, in-store advisors, in-home colour consultants and professional painters. Come in and explore colour until you find a scheme that just 'clicks'.*

For more information, images or interview opportunities please contact:

**thrive**  
pr | communications | design

**ASHLEIGH GEBBIE**  
P: 02 9310 4011  
E: [Ashleigh@thrivepr.com.au](mailto:Ashleigh@thrivepr.com.au)

**SARAH BAMFORD**  
P: 02 9310 4011  
E: [Sarah.Bamford@thrivepr.com.au](mailto:Sarah.Bamford@thrivepr.com.au)

[www.InspirationsPaint.com.au](http://www.InspirationsPaint.com.au)