

Kohler Co. and Benjamin Moore Come Together to Inspire with Color and Design

Two home industry leaders collaborate to create comprehensive, livable color solutions

KOHLER , WI, USA, February 3, 2014 /EINPresswire.com/ -- When it comes to color, Kohler Co. and Benjamin Moore know the impact it can have on enhancing a space—as well as the process homeowners undergo to pick the perfect palette. To aid homeowners and members of the trade through the selection process, designers from both companies collaborated to create Collaboration in Full Color, an array of inspiring tools and content that help customers visualize and choose their styles, and then empower them to create it by providing a list of materials to transform that vision into reality.



Southern Charm Kitchen

These are the first three of a future series of creative environments, each including a kitchen and a bathroom, launched in this collaboration between Kohler Co. and Benjamin Moore:

[Southern Charm](#)

Inspired by the rich and distinctive architecture of historic southern town, this elegant design palette pulls together soft pinks, saturated blues, cloudy grays and shining details for a look that's worthy of any home.

[Eastern Mist](#)

Inspired by the swirling blend of misty colors that blur the lines of sea and sky on the eastern seaboard, this palette features the beautiful, pale shades of green and blue. Light woods and earthy tones add to the fresh and tranquil spirit of this palette.

[Northern Roots](#)

Even the well-worn, wind-beaten farmhouse has a uniquely wondrous beauty to it. Years of weathering reveal the varying hues of grays and taupes that inspired this palette of deep and complex neutrals, creating a beautifully mature feel.

For the two industry pioneers with a combined 216-year history in cultivating color, this

collaboration is a natural fit. "Color isn't only a part of our history, it's a part of our heritage dating back to 1927 when we were the very first to apply color to plumbing products," says Tristan Butterfield, Kohler's creative director. "Bold design with color happens a number of ways in the home—some bright and vibrant, others subtle and calming. Teaming up with fellow color leader Benjamin Moore will help us deliver livable color solutions to homeowners in innovative ways."

Benjamin Moore's creative director Ellen O'Neill concurs: "Collaboration in Full Color will produce the kinds of inspiring, yet easy-to-use tools and color palettes that designers and consumers have come to expect from Benjamin Moore and Kohler."

The content and tools created through this collaboration are available now online as well as in Kohler showrooms and select Benjamin Moore retailers across North America. Additionally, the color collaboration will be rolled out at trade shows, in-market events, and as featured content across several social media channels.

About Kohler Co.

Founded in 1873 and headquartered in Kohler, Wisconsin, Kohler Co. one of America's oldest and largest privately held companies comprised of more than 30,000 associates. With more than 50 manufacturing locations worldwide, Kohler is a global leader in the manufacture of kitchen and bath products; engines and power systems; premier furniture, cabinetry and tile; and owner/operator of two of the world's finest five-star hospitality and golf resort destinations in Kohler, and St Andrews, Scotland.

About Benjamin Moore

Benjamin Moore & Co., a Berkshire Hathaway company, was founded in 1883. One of the country's leading manufacturers of premium-quality residential, commercial and industrial maintenance paints and other coatings, its products are distributed via a network of independent paint and decorating retailers throughout North America.

For media materials, please visit kohler.com/press.

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