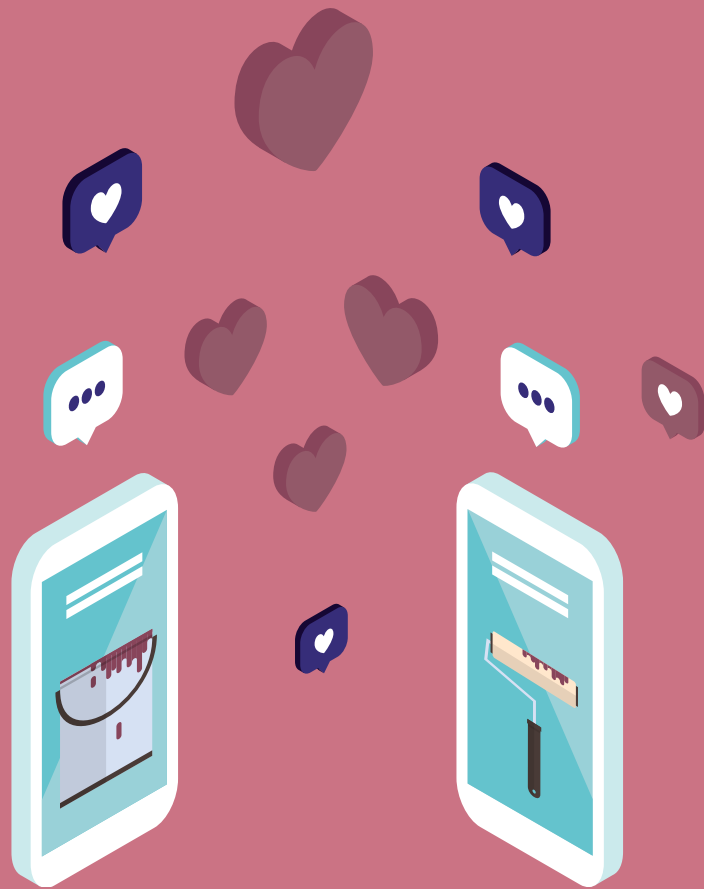


ONLINE DATE YOUR PAINT



New tool matches the Benjamin Moore paint colors of your favorite Houzz photos

The only drawback to browsing the 12 million interior design photos on *Houzz.com* is falling head over heels for a gorgeous paint color, only to be unable to find out what it is or where to get it. Until now.

Benjamin Moore has announced its sponsorship of a brand new tool for exploring online color inspirations. Thanks to the new Color Picker, available on all Houzz images uploaded to the photo lightbox, users can discover which Benjamin Moore paint color matches any part of their favorite photo simply by hovering over the “+” sign.

It’s like online dating for paint. If you’re suddenly attracted to a particular color and sense a potential connection, click on it.

The Color Picker will open with the full name of the Benjamin Moore paint color along with a link to “Explore This Color.” (Take a chance and do it! It’s like a Choose

Your Adventure option.) This will take you to the Benjamin Moore website for a full description of the color along with a number of exciting options: what it goes with, what shades it comes in, which colors look similar, which colors share the same palette and, perhaps best of all: what it looks like in a variety of different room layouts.

Besides auditioning wall colors, The Color Picker also allows users to match Benjamin Moore colors to any non-painted areas within a Houzz image such as hardwood floors and fabrics. It’s a great way to get better acquainted with the color before you commit.

Take a chance and swipe right on Houzz’s new Benjamin Moore Color Picker. Just don’t be surprised if it leads to a date at your local paint store. 📍