

SWELL TIMES

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Paint Additives

All paints are not created equal. The reason why depends on the additives in the manufacturer’s formula.

Flow and Leveling:

Reduces surface tension that causes drying defects such as “orange peel” or “fish eyes”.

Emulsifiers:

Helps immiscible substances stay mixed together without separating (think oil/vinegar).

Defoamers:

Eliminates formation of foam bubbles and film that creates scum and product separation.

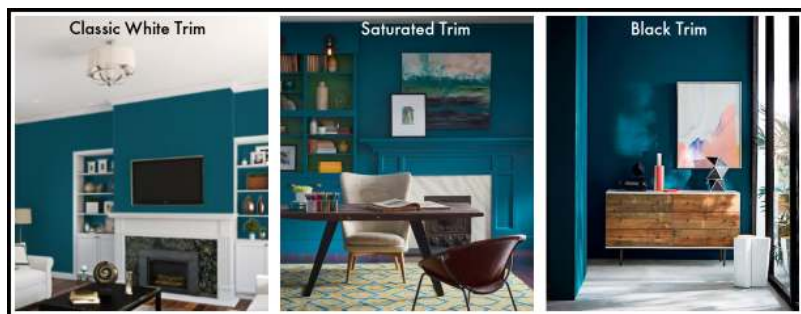
Dispersants:

Uniform distribution and stabilization of paint pigments.

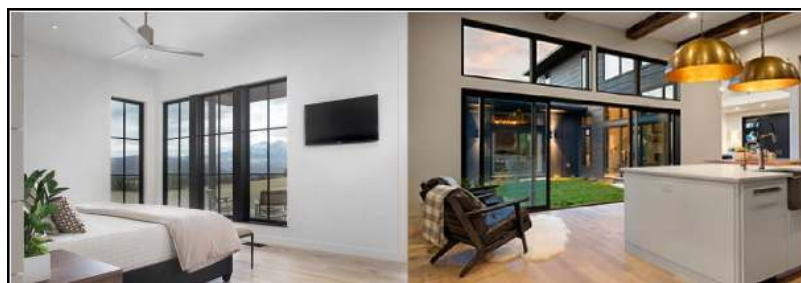
Go Bold with Black Trim

Neutral colors are always a popular choice for interior walls. Shades of gray continue to dominate design trends, especially for homes that are listed for sale. However, new homeowners may want to add color.

One trend is to use a bold color to accent a room that doesn’t get much use. Homes that have a neutral theme throughout typically have a classic traditional white trim. For a more modern look, pair your bold wall color with the same color trim or even a black trim.



Don’t have the nerve to paint an entire room a bold color? Break up the monotony with black trim in the room you want to accent.





READY TO MAKE A BOLD STATEMENT?

Check out these colors from Sherwin Williams Colormix® Forecasts for 2020 and 2021:

Suggested Trim Color:

SW 6990
Caviar
(251-C2)

2020

Colormix® Forecast:

"PLAY"

SW 6496 Oceanside (172-C7)	SW 6231 Rock Candy (287-C6)	SW 6692 Auric (136-C7)	SW 6767 Aquarium (164-C5)
SW 6973 Juneberry (103-C6)	SW 7005 Pure White (265-C1)	SW 6808 Eros Pink (105-C5)	SW 6090 Gambol Gold (136-C5)

Suggested Trim Color:

SW 7076
Cyberspace
(235-C7)

2021

Colormix® Forecast:

"CONTINUUM"

SW 6764 Swimming (164-C1)	SW 6836 Novel Lilac (183-C3)	SW 6701 Moonraker (147-C1)	SW 9030 Limón Fresco (147-C4)
SW 6495 Great Falls (172-C6)	SW 6524 Commodore (185-C7)	SW 7647 Crushed Ice (255-C8)	SW 6813 Wishful Blue (180-C1)

MARKET UPDATE



Given the current pandemic conditions that have impacted the overall economy, the Atlanta area housing markets remains strong. A lack of inventory combined with low interest rates seem to be driving the market. The population continues to grow as more people are relocating to the area.

Many people have grown accustomed to working from home and children are now using online tools for distant learning. This new dynamic has given people more time to analyze the functionality of their living space and research ways to improve their home.

Unfortunately, some businesses have been impacted and unemployment cases have risen. The use of video calling tools are becoming the new norm and are replacing the standard phone interview for those seeking new employment opportunities.

All of these factors are influencing interior painting projects. Choosing colors that positively impact your mood can help you cope with the problems we face in today's society. Having a stylish room as a backdrop to your video call can increase your confidence and improve productivity.

New Home Office Design Ideas



As we enter the new year, it is always motivating to make small changes in your life. Perhaps it is setting a goal of eating a healthy meal together with your family more often. Now may be the perfect time to change the color of your formal dining room that only gets used for special occasions. Commit to make every day a special occasion and maximize the potential of your home.

In addition, a new year brings an "out with the old, in with the new" attitude. Now is a good time to reorganize and reduce clutter. Find the motivation to clean out your cabinets, shelves, or garage. Consider painting before you put things back in their place. A new color scheme can help you continue being neat and tidy going forward and improve your outlook on life.

Contact Swell Contractors to discuss your interior design goals. We can help you select from over 1,700 paint colors that Sherwin-Williams has to offer in their fan deck. We are a high quality painting company that can improve the image of your home.

CALL TO SCHEDULE:
(678) 790-9612

