



Spectrum Helps the Homeless

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Most ALLPRO customers visit their local store to pick up paint and supplies for renovating full-size homes. But every once in awhile, a unique project comes along that offers the store a chance to give back in a different way—such as when ALLPRO member Spectrum Paint Company was offered the opportunity to partner with Genesis House in Siloam Springs, Arizona, to build tiny homes for the homeless.

The project was a bit of a departure for Spectrum and Genesis House, a safe haven for female victims of domestic violence and sexual assault, but that didn't stop them from getting involved: Spectrum donated Benjamin

Moore's Ultra Spec 500 interior and exterior paint to the project. “We knew they would need something low maintenance with great durability and a 25-year warranty, so it was the perfect product for the job” said Gentry Stafford, Spectrum's vice president of marketing and store development.

While the project won't require as much labor and volunteers than painting a full-size house, that doesn't mean it's any less fulfilling. “A lot less product and labor goes into these than a normal house, but way more love,” Stafford said. “Giving a family a chance to start over in life is just like a fresh coat of paint: It changes your everyday views, moods, and can even give you hope.”

The Newest Shade Of Gray (And Green)

Benjamin Moore and PPG Reveal Colors of the Year for 2019

Home decorators in search of sophisticated, goes-with-everything colors for their space have a lot to get excited about in 2019: Benjamin Moore has named Metropolitan AF-690—a stylish, cool gray with cool undertones—as their color of the year, while PPG has chosen Night Watch as their go-to hue. “Comforting, composed and effortlessly sophisticated, Metropolitan AF-690 exudes beauty and balance,” said Ellen O’Neill, Benjamin Moore’s director of strategic design intelligence. “It’s a color in the neutral spectrum that references a contemplative state of mind and design.” Benjamin Moore’s color artisans revealed the color to leading architects, painting contractors, and influencers at a recent New York City event. The color of the year is part of a palate of 15 other colors also intended to evoke a soothing yet elegant feeling. Meanwhile, PPG turned to nature for inspiration for Night Watch, a striking green that is equal parts calming and invigorating. “The restorative power of nature is important in society now more than ever,” said Dee Schlotter, PPG’s senior color marketing manager. “The color is about bringing the healing power from the outdoors into your home through color.”



Colors of the year on the walls: (Left) Benjamin Moore's Metropolitan AF-690 and (right) PPG's Night Watch.



Jen Pratt



Doug Pratt

Boone Paint Gives Back

It's no secret that ALLPRO members love to give back to the community: Boone Paint and Interiors in Boone, North Carolina, is no exception. In addition to donating annual gifts to local fundraisers, including Kari's Home, a transitional home for women struggling to overcome addictive behaviors, and SmileON ADG, a non-profit run by a local family dedicated to the memory of their son, Adam, who passed away suddenly from viral meningitis. “We are always happy to help out in any way we can,” said Jen Pratt, Boone's general manager who runs the store alongside her father, Doug. “As a locally-owned and operated business, we are hopeful that others will get out there to support their community.”

Involvement in the paint industry is a bit of a career change for Pratt, who stepped into her role as GM after thirteen years as a probation parole officer. “Growing up in a military family as the youngest daughter, I didn't get to see my dad as

much as I would have liked as he was consistently deployed,” Pratt recalls. “Now that I have a child of my own, I realize even more the importance of family and working together to make something positive. It has been a pleasure to be on board with my father in this respect.”

That work includes community outreach and involvement. Aside from annual gifts, the shop also donates to local organizations whenever they can, such as Theatre Arts Lauritsen, the theater department of Lees-McRae college: The store donated about nine boxes of paint to the school to use for stage props and other upcoming projects.

It's opportunities like this that make Pratt grateful for her new line of work. “It's a totally different spectrum of work, that's for sure,” she said. “It's always fun to see people pick out colors and dream of projects, and helping them see those projects turn out exactly as they imagined. It's a much more positive atmosphere, with no punitive results.”