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ABOUT PAINT YOUR PLACE™



What It Is:

- An interactive digital imaging tool that revolutionizes the color selection process with simple one-touch painting
- Allows users to upload their own room images from their digital camera to preview colors and make decorating decisions on that image
- New feature to existing ColorSmart by BEHR™ that helps consumers streamline the paint process and coordinate color with confidence
- Users can experiment with and preview over 4,000 different colors available from ColorSmart by BEHR and Inspiration Color Palettes on www.behr.com

How To Use It:

- Take a digital photo of the room to be painted
- Go to BEHR.com, register for Paint Your Place through ColorSmart by BEHR and get unlimited photo uploads
- Choose from over 4,000 colors, preview combinations and then save favorites
- Order color swatches or 8 oz. paint samples for home delivery
- Purchase color selections at The Home Depot stores nationwide

Technical Information:

- Available to all BEHR.com registered users at no charge; no subscription fee or expiration period
- Available immediately online, no CD necessary
- “How to” and “Help” demos available on BEHR.com
- Current system requirements are available at BEHR.com. Note: Because Paint Your Place launches in a pop-up window, pop-up blocking software must be disabled. Broadband connection highly recommended.



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HOW PAINT YOUR PLACE™ WORKS

After subscribing to the program at BEHR.com, users can open their own photo or choose a sample image from BEHR

Next, use the paint bucket tool to fill large areas with color

Just like painting at home, use masking tape to protect various areas

If a touch up is needed, use the paint removal tools

Once satisfied with the project, it can be saved and easily accessed later or emailed to a friend

