

ROARange

Ruptura

## SCREAM! YELL! SHOUT!

Take a stand and let your passion be known! Emanating from enthusiastic discussions in 2017, to emerge in 2019, two colors are tearing up the global reach of color. With identical core hues, **ROARange** and **Ruptura**, from North America and Latin America, respectively, differ only in their value of greyness. They share passion and determination as well as their yellow/red core.

These are colors that celebrate their hue while underlining their determination and strength. And with that, they push forward with a sense of purpose. There is nothing quiet or subtle about **ROARange** or **Ruptura**. They exist to make a statement.

Red has unmistakable power and **ROARange** and **Ruptura** carry their boldness with pride and purpose. They aren't strong merely to be loud, their statement is to be recognized and respected. Products as diverse as dresses, front doors, and cars embrace these reds to create statement-making moments of color with underlying passion. Either version can be a single, important color with which to make your entrance, enhance your home, or dazzle the highway.

The colors can make an accessory statement, as well. In home fashion **ROARange** and **Ruptura** add energetic spark to home appliances, tableware, textiles, paint, almost anything where a quick jolt of color is needed to invigorate a space. And they are not resigned to personal or residential applications, commercial projects from architecture, to hospitality, to branding will make use of these important hues as they not only to attract attention, but to make a perfect statement.

Make your own statements and be heard with **ROARange** and **Ruptura**, colors of passion, enthusiasm, and purpose.

Color Sells<sup>®</sup>  
and the right colors sell better.

Seen at SDW19

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