



## **Krim Danzinger**

### **Senior Color Consultant, North America**

Krim Danzinger is a Senior Color Consultant for PPG Paints where she has worked for the past 13 years. Presently, Krim's passion for color revolves around color trends and is an International Team member for the PPG ColourFutures Team. Krim enjoys sharing inspiring information with home décor editors and providing insight into the "next, exciting color." She also gives design and color guidance to property management companies, new home construction, and large manufacturing plants. She incorporates her expertise in the development of color collateral and color systems for all PPG brands. Involvement with Global Innovation is another area where Krim shares her knowledge and experience.

Prior to the paint industry, Krim was a designer for the wall-covering industry for 12 years. This experience led Krim to a keen interest in paints. Before computers were integrated into the development of wall covering design, she spent many hours hand mixing hundreds of colors and designing them into patterns for the home and corporate environments.

Krim received a Bachelor of Fine Arts Degree from Miami University in Oxford, Ohio. Her major was in Graphic Design and Applied Design [Repeat Design]. She is a Chair Holder of the U.S. "Color Marketing Group" and has been a member for 11 years. She has facilitated many groups in CMG through the selection process of forecasting colors. Krim is also a member of the PPG Global Trend Panel that researches and forecasts the trends showcased in the yearly ColourFutures publications produced each year.

From London and Paris to the Netherlands, Sweden and New Zealand, she has explored the art of design and color. This travel has led to a rich understanding of color and trends that are unique to the industry.

Krim enjoys assisting individuals with their home design and color selections and often personalizes them with typography or murals. Lastly, Krim has shared in PPG's community and charity events that give back to the community of the Cleveland area.

#### **About Glidden**

The Glidden® Paint brand offers a rich tradition of innovation and color inspiration, having consistently embodied quality and performance for generations of customers. From the first latex paints that were developed and marketed under the Glidden brand decades ago, to today's broad assortment of versatile paints, Glidden makes it easy for consumers and paint contractors alike to turn inspiration into action and add color to people's lives. Available nationwide at The Home Depot, Walmart, company-owned Glidden Professional Paint Centers and other fine retailers, Glidden Paint is a brand of PPG, the world's largest paint and coatings company.

#### **About PPG's North American Decorative Paints Business**

Within its North American paints business, PPG produces a portfolio of well-respected brands, including Glidden®, Glidden Professional™, Dulux/Bétonel®, CIL®, Sico®, Ralph Lauren® and Devoe® paints; Flood®, Sikkens® and Synteko® wood care products; plus Liquid Nails® and Mulco® adhesives and caulks. Products are sold through company stores, national retail outlets, distributors and independent dealers throughout the region as well as exported internationally.