

Pantone Reveals Color of the Year for 2011

PANTONE® 18-2120
Honeysuckle



Energizing Honeysuckle Lifts Spirits and Imparts Confidence to Meet Life's Ongoing Challenges

CARLSTADT, N.J., Dec. 9, 2010 – Pantone LLC, an X-Rite company (NASDAQ: XRIT), and the global authority on color and provider of professional color standards for the design industries, today announced **PANTONE 18-2120 Honeysuckle**, a vibrant, energetic hue, as the color of the year for 2011.

While the 2010 color of the year, PANTONE 15-5519 Turquoise, served as an escape for many, Honeysuckle emboldens us to face everyday troubles with verve and vigor. A dynamic reddish pink, Honeysuckle is encouraging and uplifting. It elevates our psyche beyond escape, instilling the confidence, courage and spirit to meet the exhaustive challenges that have become part of everyday life.

“In times of stress, we need something to lift our spirits. Honeysuckle is a captivating, stimulating color that gets the adrenaline going – perfect to ward off the blues,” explains Leatrice Eiseman, executive director of the Pantone Color Institute®. “Honeysuckle derives its positive qualities from a powerful bond to its mother color red, the most physical, viscerally alive hue in the spectrum.”

Eiseman continues, “The intensity of this festive reddish pink allures and engages. In fact, this color, not the sweet fragrance of the flower blossoms for which it was named, is what attracts hummingbirds to nectar. Honeysuckle may also bring a wave of nostalgia for its associated delicious scent reminiscent of the carefree days of spring and summer.”

Honeysuckle is guaranteed to produce a healthy glow when worn by both men and women. It's a striking, eye-catching hue that works well for day and night in women's apparel, accessories and cosmetics, and in men's ties, shirts and sportswear. Add a lively flair to interior spaces with Honeysuckle patterned pillows, bedspreads, small appliances and tabletop accessories. Looking for an inexpensive way to perk up your home? Paint a wall in Honeysuckle for a dynamic burst of energy in the family room, kitchen or hallway.

Honeysuckle products are currently available from a variety of manufacturers:

Fashion

Honeysuckle always works with the standard basics of black, navy, charcoal or light to mid gray. But using complementary bronze greens like Willow PANTONE 16-0632 and/or Tapenade PANTONE 18-0840 adds a new sophistication to the combination that showcases the energy of Honeysuckle. The green tones can be really interesting in accessories for Honeysuckle tights and top. Another great and unique combination is Honeysuckle with a pinkish brown like Apricot Brandy PANTONE 17-1540. Think of a warm cashmere turtleneck in Apricot Brandy with a matching skirt and shoes to blend and flatter the legs. A Honeysuckle cashmere scarf and belt create a luscious combination. And to blend all the colors, try a big and bold patterned bag with every color mentioned above.

Home Interiors

Honeysuckle is upbeat and dynamic when used on large areas like the entry area of a house or an apartment. It is an appetite and conversation stimulant when used on the dining room walls. In the kitchen, it adds a fun touch on the table in placemats and other linens (patterned or solid), colored glassware, candles and small appliances. Honeysuckle is a great color to cover up shabby kitchen cabinets, or, if that's too much of a color statement for you, try repainting knobs and drawer pulls. But be warned – once you try this arresting shade, it can become addictive.

Packaging

Honeysuckle is an excellent packaging color for products that speak to something active or festive, or are suggestive of sweet tastes and scents. It's an especially good shade for delicious food or drink packaging. The name Honeysuckle is evocative of these perceptions. The closest match to Honeysuckle PANTONE 18-2120 TPX in the PANTONE PLUS SERIES is 205 U, p. 45 (choose uncoated – coated is much more vibrant). One of the best combinations for Honeysuckle in the PLUS SERIES in the context of deliciousness is a grape shade 2573, p.76. Grape should be used in lesser amounts than Honeysuckle with the smallest component in a rich chocolate shade like 483, p.32.

PANTONE 18-2120 Honeysuckle can also be cross-referenced to all other PANTONE Libraries including PANTONE PLUS and PANTONE Goe™. For cross-referencing information see www.pantone.com/COY2011.

About Pantone

Pantone LLC, a wholly owned subsidiary of X-Rite, Incorporated, has been the world's color authority for almost 50 years, providing design professionals with products and services for the colorful exploration and expression of creativity. Always a source for color inspiration, Pantone also offers designer-inspired products and services for consumers. More information is available at <http://in.pantone.com>.

PANTONE®...The color of ideas™.

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Sketch: Nanette Lepore, www.nanettelepore.com
Dessy bridesmaid dress, dessy.com
PANTONE UNIVERSE cufflinks by Sonia Spencer, pantone.com

For more than a decade, Pantone's Color of the Year declarations have influenced product development and purchasing decisions in multiple industries including fashion, home and industrial design. Past colors include:

- PANTONE 15-5519 Turquoise (2010)
- PANTONE 14-0848 Mimosa (2009)
- PANTONE 18-3943 Blue Iris (2008)
- PANTONE 19-1557 Chili Pepper (2007)
- PANTONE 13-1106 Sand Dollar (2006)
- PANTONE 15-5217 Blue Turquoise (2005)
- PANTONE 17-1456 Tigerlily (2004)
- PANTONE 14-4811 Aqua Sky (2003)
- PANTONE 19-1664 True Red (2002)
- PANTONE 17-2031 Fuchsia Rose (2001)
- PANTONE 15-4020 Cerulean (2000)