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PRESS RELEASE
For immediate release

Laurentide's Boomerang Paint

New look, new colours!

Shawinigan, March 6, 2020 - A wind of change is blowing on Laurentide's Boomerang paint, proud participant of the "Well Made Here" program! Laurentide Paint is pleased to announce that the Boomerang paint line has been refreshed and now offers a new brand image, in addition to a new selection of trendy colours.

Boomerang paint presents its fresh and inspiring new look. The label clearly shows the colour in the container, making it easier for consumers to choose and stimulating their purchase decision. A variety of accented shades and colours make up an elegant planogram for points of sale.

Throughout its life cycle, Boomerang paint reduces greenhouse gas (GHG) emissions by 75% compared to any other traditional paint product, making it a 100% eco-friendly choice!

New colour charts

Boomerang Paint unveils its new colour charts, declined in shades of beige, grey, pastel and trendy colours. The brand's faithful customers will find Boomerang's flagship colours, such as Moonlight, Cotton and Modernity, to name but a few. New colours in velvet finish are also featured in this line, such as Coal, Evergreen, Galaxy, Truffle, White Clay and Millennium Pink.

Also, Boomerang paint is available in a pearl finish, offering increased washability, in certain color selections.

"We are convinced that this new Boomerang paint program will appeal to both existing and new customers who want a paint with trendy colours, 100% eco-friendly and offering an unbeatable quality-price value," explains Mr. André Buisson, President and General Manager of Société Laurentide.

The new colour charts and new gallons are now available at Boomerang retailers: Lowe's-Rona, BMR, Patrick Morin, Réno-Dépôt, some Home Hardware and independent hardware stores! To promote its new colours, the company is continuously developing its presence on Instagram in order to inspire its current and future customers. They are invited to visit the account @boomerangpaint to discover the new Boomerang colours.



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New image, same promise

Boomerang paint containers have a new look. Each gallon now represents the colour, with its tag and stripes. They are still recyclable and made of 100% post-consumer recycled plastic.

New colour charts, new containers, but always the same promise: an innovative, quality product with a commitment to sustainable development.

About Société Laurentide

Société Laurentide is a paint manufacturing company established in 1950 and a proud participant of the "Well Made Here" program!

It is from its head office in Shawinigan, which employs 200 people, that Société Laurentide manages its plants in Shawinigan and Victoriaville, Quebec, Richibucto, New Brunswick and Springhill, Nova Scotia, as well as its Research and Innovation Centre dedicated to post-consumer coatings and paint.

Two divisions encompass all of **Société Laurentide's** activities:

- **Laurentide Paint** manufactures, among other things, products specially designed for the coatings of manufacturing companies of doors, windows and exterior coatings, as well as the **Laurentide** architectural paint, the 100% eco-friendly **Boomerang** paint, and the private brand **ECO RONA** paint.

- Laurentide Re/Sources is responsible for the logistics management and the efficient treatment of post-consumer paint surpluses throughout Quebec and the eastern provinces of Canada. The division also collects and sorts **batteries, compact fluorescent light bulbs, used oils** and other **hazardous household waste** to redirect them to processing centres and dispose of them in an eco-friendly manner.

Société Laurentide is a major player in the history of the recovery and recycling of used paint and containers in Quebec and Canada. Its actions are instrumental in reducing landfill contamination and greenhouse gas (GHG) emissions.

www.societelaurentide.ca
www.boomerangpaint.com
www.laurentidepaint.com

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