

Paint for a cause

"Think pink." That's the message Sico is sending to Canadians this fall with the announcement that it will donate a portion of sales of its disappearing-pink Flat for Ceilings paint to support breast cancer research. Beginning September 1, 2009, Sico will donate \$1.25 to the Canadian Cancer Society for each gallon of Flat for Ceilings with pink dye paint sold nationally. The campaign, called Changing Lives, One Coat at a Time, aims to sell a total of 40,000 cans, resulting in a \$50,000 donation in support of breast cancer research.

"Sico is committed to making a difference in the fight against breast cancer, which will impact more than 22,700 Canadian women this year alone," said Stéphanie Pelland, marketing communication manager for Sico, in a press release. The company was inspired to support the cause by some of its employees, who were already involved with the Canadian Cancer Society and regular participants in the annual Relay For Life event.

Sico chose its Flat for Ceilings paint for this fundraising effort because of its "pink" feature, the colour associated with breast cancer.

Sico's Flat for Ceilings latex paint rolls on pink and dries to white, letting users see clearly which sections have already been painted. It retails for \$26.99 per gallon. For more information visit sico.ca.



Savoia Canada opens Toronto showroom

Savoia Canada Inc., distributor of high-end ceramic and porcelain flooring and wall coverings, recently celebrated the opening of a 4,500-sq.-ft. showroom on King Street East. Owned by the GranitiFiandre Group, the Savoia Canada showroom will serve as a one-stop shop for the entire line of The GranitiFiandre Corporation's porcelain surfaces including GeoStyle, Geologica, GeoTecnica, Xtra, and Granitech. Smaller showrooms are located in Montreal and Vancouver.

"We are extremely excited to be bringing GranitiFiandre's porcelain surfaces to the Ontario marketplace and look forward to welcoming local industry professionals and homeowners to our new collaborative space," said Piergiorgio Mazzetta, executive vice president, Savoia Canada Inc., in a company press release.

For more information on the Savoia product line, visit savoia.com.

The Home Depot fall '09 design trends

This year, The Home Depot is betting some new design trends will catch consumers' eyes. Mixing the old with the new, trends include revamped apothecary lamps, parquet flooring, and a return to gold.

More glam than garish, gold is surfacing on cabinet hardware, doorknobs and faucets. The finish is now more solid and earthy in tone than before.

Parquet floors are getting a makeover with wider



planking and lighter finish options. Hand scraping and burning effects are also available.

Vinyl flooring mimicking the look of wood, tile and outdoor stone is also expected to catch on this fall.

Even the traditional apothecary lamp is getting a facelift with chrome, replacing the standby brass look. In contrast,

a Moravian star chandelier will be available in a brass finish.