

# trendwatcher

## Bright Colors Are Boosting The Nation's Mood

(NAPSA)—The use of bold, vibrant colors is the hot new trend gracing the runways, home stores and even the paper you write on.

### The Colors Are Coming

According to a recent article on HGTV.com, the color trend is attributed to the optimism consumers have of the future despite the current housing crisis, ongoing war, upcoming election and economic downturn.

Bright colors also boost moods, which is why many consumers are using bold paints and decorative items in their homes.

“In terms of the paper industry, vibrant colors are increasingly becoming popular for direct mail, cards, posters and flyers to not only stand out, but to provide a cost-effective marketing solution,” said Jeff Fox, director of marketing for Wausau Paper’s Printing and Writing sector. “The graphic arts community has long used bright paper as an artistic expression; however, in recent years the consumer use of vibrant-colored paper is becoming a popular trend in communication.”

### Bright And Neon-Colored Paper

Originally developed in the mid-1970s, Astrobrights® is



**Bright colors are coming and can be seen on everything from next year's bathing suit to the paper you write on.**

Wausau Paper's flagship brand and is seen as the industry standard for bright, neon-colored, uncoated papers. This proprietary line of vibrant papers is available in 23 attention-getting colors.

Astrobrights® colors are consistent side to side and run to run and deliver high-quality performance. Astrobrights® is available in 60- and 70-lb. text and 65- and 80-lb. cover, which are laser and ink-jet guaranteed.

To learn more about the trend in colors, visit [www.hgtv.com/hgtv/dc\\_design\\_colors/](http://www.hgtv.com/hgtv/dc_design_colors/).