

Successful Psychology

Discover How Different Colors Can Affect Your Mood

(NAPSA)—The use of bold, vibrant colors is the hot new trend gracing the runways, interior design and even the paper industry. Bright colors have proven to boost moods, which is why many consumers are using bold-colored paints and decorative items in their homes.

According to a recent article on buildingonline.com, different colors can evoke different moods within your home. Because different colors evoke different moods, below are some tips that could be helpful when incorporating color into your home.

- Blues and yellows promote creativity.
- Violet can help contribute to mental equilibrium. Shades of violet also contribute to meditation.
- Certain shades of green are considered refreshing. Apple and lime green create an atmosphere of joy and lightness, while darker shades such as olive green can add a touch of calm to a decor.

“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®. “The graphics arts community has long used bright-colored paper for creative expression; however, in recent years, the consumer use of vibrant-colored paper is becoming a popular trend in communication.”

The Astrobrights® brand is the industry standard for bright, vibrant papers available in 23 bright colors. The Wausau Paper® Astrobrights® line offers businesses and consumers an environmentally preferable product that carries FSC-certification. There are also a number of specified colors that are Green Seal™ certified and contain 30 percent recycled post-consumer fiber content, without sacrificing the vibrancy of the colors or the product quality within the Astrobrights® line. For information, visit www.wausaupaper.com.