

Ace Hardware Partner, Benjamin Moore®, Has Released Its Annual Color Of The Year And Color Trends For 2023

The Benjamin Moore Color of the Year 2023 selection is Raspberry Blush 2008-30. Raspberry Blush is a shade of red-orange tinged with pink that enlivens the senses and embodies vivaciousness and optimism with undeniable charisma.

According to Benjamin Moore, “Raspberry Blush strikes the right chord, setting the stage alongside seven other sumptuous hues.”

The Benjamin Moore Color Trends 2023 palette features eight standout hues, including Raspberry Blush, that empower the use of color to transform spaces. The other colors selected are Savannah Green 2150-30, Conch Shell 052, Starry Night Blue 2067-20, North Sea Green 2053-30, New Age 1444, Cinnamon 2174-20 and Wenge AF-180.

“Our Color Trends 2023 palette was chosen for its distinct presence and personality,” Benjamin Moore stated on its [website](#). “Each of these eight confident hues offer inspiration and creativity, while encouraging a push beyond the traditional to experience truly exceptional color.”

To help create balance when using bolder hues, neutral colors chosen to pair with the Color Trends 2023 palette are Etiquette AF-50, White Heron OC-57, Gray Owl OC-52 and Onyx 2133-10.

“Participating Ace stores nationwide are excited to showcase Raspberry Blush and our partner Benjamin Moore’s Color Trends 2023 palette to their customers as they freshen up their homes with these vibrant and exciting colors all next year,” concluded Annie Hunter, Ace Hardware’s Paint Expert.

Benjamin Moore is North America’s favorite paint, color and coatings brand, and a leading manufacturer of premium quality paints. It is renowned for its expansive color collection of more than 3,500+ colors that are unmatched, thanks to its proprietary technologies and formulas.

Benjamin Moore’s premium quality paint and colors are available for purchase at over 4,000 Ace Hardware stores to offers its Extra Mile Promise guarantee: Everything you need to paint in one trip or we will deliver it free, we promise with our award-winning service.

About Ace Hardware

Ace Hardware is the largest retailer-owned hardware cooperative in the world with more than 5,600 locally owned and operated hardware stores in approximately 65 countries. Headquartered in Oak Brook, Ill., Ace and its subsidiaries operate an expansive network of distribution centers in the U.S. and have distribution capabilities in Ningbo, China; and Santa Catarina, Mexico. Since 1924, Ace has become a part of local communities around the world and known as the place with the helpful hardware folks. In 2022, Ace ranked “Highest in Customer Satisfaction with Home Improvement Retail Stores” according to J.D. Power, fifteen out of the last sixteen years. For more information, visit [acehardware.com](https://www.acehardware.com) or newsroom.acehardware.com.

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