

Michaels Launches Larger Craft Paint Assortment to Help Make Home DIY Projects Easier, Includes Expanded Martha Stewart Crafts™ Partnership with Exclusive Line of Paints and Tools

North America's largest arts and crafts specialty retailer adds 800+ new paints, finishes, stains, stencils and décor tools

IRVING, Texas, June 19, 2017 /PRNewswire/ -- Consumers eager to add a splash of color to their lives – and their homes – have more options than ever before.



With over 800 new products, Michaels, North America's largest arts and crafts specialty retailer, is making one of its largest craft paint expansions with the addition of a wide variety of new DIY friendly paint products – decorative, spray, multi-surface paints – as well as new finishes, stains, stencils and décor tools.

Whether big or small, Michaels now offers customers scores of resources both online and in store for their next project – such as tackling outdoor ventures with new outdoor and weather-resistant paint, refurbishing furniture with new stain and multi-surface paint, and changing up the look of any space with new spray paint options, stencils and tools.

"By adding hundreds of new craft paint options and tools, along with offering expert tips, and improving product placement in store, we are making it easier than ever for customers to make their home DIY dreams a reality," said Carrie Walsh, Senior Vice President of Marketing, Michaels. "We are especially delighted to be offering what customers have long been asking for – a deeper craft paint assortment for simple home projects from Martha Stewart, a leading authority in the craft and home décor space."

"We have taken great care in creating quality products that reflect both the latest trends in crafting and the timeless aesthetic of the Martha Stewart brand," said Martha Stewart. "We have the best selection anywhere of paints and products that include over 200 colors, the first-ever watercolor craft paint, and several other mediums and tools that make the line a leading source for shoppers."

The expanded, exclusive Martha Stewart Crafts™ collection will introduce Michaels' customers to new, premium-level products and trend-right techniques, such as large-scale stenciling, watercolor and marbling finishes. Specific Martha Stewart Crafts paint product introductions include: Watercolor Craft Paint, Multi-Surface Paint, Home Décor Paint, Vintage Décor Paint, Sea Glass Paint, Milk Glass Paint and Marbling Medium. New tools and accessories are also included.

This growing popularity in home renovation and design – evident from the continued growth in home project searches on social media platforms and online – has created a whitespace opportunity for Michaels to give customers the necessary tools to complete a wide range of décor projects. Artminds, Americana, Crafts Smart, FolkArt, Krylon, and Rust-Oleum are among the brands also expanding their lines to offer Michaels' customers updated product assortments; and ultimately making it easier to find an affordable and versatile array of paints, washes, tools and finishes.

The rollout of the expanded paint department and DIY Home Décor collection will begin this month both online and at more than 1,000 Michaels stores. For more information on these and other Michaels' products, projects and classes, visit www.michaels.com.

About The Michaels Companies, Inc.:

The Michaels Companies, Inc. is North America's largest specialty provider of arts, crafts, framing, floral, wall décor, and seasonal merchandise for the hobbyist and do-it-yourself home decorator.

As of April 29, 2017, the Company owned and operated 1,364 stores in 49 states and Canada under the brands Michaels, Aaron Brothers, and Pat Catan's. The Michaels Companies, Inc., also owns Artistree, a manufacturer of high quality custom and specialty framing merchandise, and Darice, a premier wholesale distributor in the craft, gift and decor industry. The Michaels Companies, Inc. produces a number of private brands including Recollections®, Studio Decor®, Bead Landing®, Creatology®, Ashland®, Celebrate It®, ArtMinds®, Artist's Loft®, Craft Smart®, Loops & Threads®, Make Market®, Foamies®, LockerLookz®, Imagin8®, and Sticky Sticks®. Learn more about Michaels at www.michaels.com.

About Martha Stewart

Martha Stewart is an Emmy Award-winning television show host, entrepreneur, bestselling author of 88 books, and America's most trusted lifestyle expert and teacher. Millions of people rely on Martha Stewart as a source of useful "how-to" information for all aspects of everyday living - cooking, entertaining, gardening, home renovating, collecting, organizing, crafting, holidays, healthy living and pets. The Martha Stewart brand, which is owned by Sequential Brands Group, Inc., reaches approximately 100 million consumers across all media and merchandising platforms each month. Her branded products can be found in over 70 million households and have a growing retail presence in thousands of locations.

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