



THE PLAIN DEALER

Business Diary

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RETAIL

Sherwin-Williams tries new concept

Cleveland-based paint manufacturer Sherwin-Williams plans to debut a new type of retail store this weekend in a historic section of Shaker Heights. Called an "Idea Center," the store at 16732 Chagrin Blvd. in a National Historic District features a "Wall of Color," in which paint chips are grouped by color family, and hues can be viewed under several common sources of light. Other amenities include an interactive color visualizer, access to a "decorative product specialist" and extra room to spread out with fabric, carpet and tile selections. Additionally, the store was renovated using environmentally friendly principles and technology. The store opens at 8 a.m. Saturday. It is the first of its kind in the company's 3,000-store chain.