

## Pantone® Color of the Year 2019 Announced

**PANTONE 16-1546 Living Coral** emits the desired, familiar and energizing aspects of color found in nature.



The Pantone Color Institute™ has selected the 2019 Color of the Year – **PANTONE 16-1546 Living Coral**. Take advantage of this trendy color for your greenhouse and retail businesses. Ball Seed offers several varieties from our color-savvy breeding partners. From Calibrachoa to Zinnia, check out these choices and keep your finger on the pulse of today's shopper.



[Download our Quick Ball Seed Guide to PANTONE 16-1546 Living Coral >>](#)

*About Pantone® Color of the Year*

*For 20 years, Pantone's Color of the Year has influenced product development and purchasing decisions in multiple industries, including fashion, home furnishings, and industrial design, as well as product, packaging, and graphic design. The Color of the Year selection process requires thoughtful consideration and trend analysis. To arrive at the selection each year, Pantone's color experts at the Pantone Color Institute comb the world looking for new color influences.*