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PAR  **Your Educated Dealer**
Flooring, Inc.

973-292-0089

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Men & Women Agree On 1 Thing...

Men & Women Agree on 1 Thing... Universally, **BLUE** is the favored color! 57% of Men and 35% of women agree that they gravitate towards things that are blue. Perhaps the color blue radiates a soothing, calming effect that enables them to focus and be productive. Color theory experts would agree. It is funny, we love the hue "**MOCHA**" but HATE the word "**BROWN**". Colors are perceived in different ways. We all know the saying, "we are what we eat". Perhaps it should become, **WE ARE WHAT WE SEE!**



The built environment is full of color. Let's play a quick game. Different places have different color associations that mimic the values and preferences of the people that live there. I say a place and you think of the first color that pops into your brain...

- | | |
|--------------|------------|
| 1. Seattle | 2. Ireland |
| 3. Caribbean | 4. Georgia |
| 5. China | 6. Arizona |

Now I assume they were probably pretty similar to my answers:
(At least 4 out of 6, right?)

1. Seattle: Grey
2. Ireland: Green
3. Caribbean: Aqua
4. Georgia: Peach
5. China: Red
6. Arizona: Terracotta (Brown/Burnt Red)

Does this bright yellow color make you think of the 75% of #2 pencils used in schools today?

Or, a NYC taxi, or perhaps the emoticons that we use while texting? 😊 😐 😞 Crazy, right?

COMPANY NEWS

LEADING WOMEN
ENTREPRENEURS
& Business Owners

New Jersey
MONTHLY
FINALIST

KAREN ROSSILLI-KIEFER WAS SELECTED AS A 2014 LEADING WOMEN ENTREPRENEURS FINALIST.

This impressive group of NJ women business owners will be highlighted in the October 2014 issue of NJ Monthly. [Check out the press release.](#)

SPOTLIGHT



TEAM PAR was invited by J&J Invision to a collaborative, team building night of fun. We cooked and enjoyed an ethnic Italian feast from scratch and broke bread with our industry peers. Fun was had by all @ Classic Thyme Cooking School!

Warm and luminous colors produce centrifugal action, whereas soft and cool colors create a passive effect – permitting better concentration. Here are 8 colors that work well for most office and professional environments. These colors can enhance productivity and help create a semi-relaxing and comfortable ambiance.

- **MOSS GREEN:** Provides comfort if you're working alone.
- **LIGHT ORANGE:** Evokes excitement, creativity and happiness.
- **PALE BLUE:** Can help you stay focused and productive for long period of time.
- **LIGHT BROWN:** Creates an earthy, nature-inspired ambiance that makes you feel grounded.
- **OLIVE:** Studious types that need to concentrate for hours at a time, this color will help support your energy level.
- **BEIGE OR OFF WHITE:** Easy to compliment with furnishings and décor.
- **GRAY:** A soothing and calm color that won't trigger any strong emotions.
- **MAGENTA:** Sparks your creativity and keeps you motivated and focused on creative projects. Add a pop to your environment & see what happens!



Your friends at PAR Flooring understand the power of color. Let us help you design your next space and we will ensure emotional intelligence is part of the package. Give us a call! 973-292-0089.

Contrasting colors make it harder for people to focus their eyes on task oriented assignments and bright warm colors can raise stress levels and blood pressure. **Whether you are consciously aware or not, your behavior, energy level and comfort can be triggered but what you see... Not just by how you feel.**



Karen's Corner

The secret of health for both mind and body is not to mourn for the past, worry about the future, or anticipate troubles but to live in the present moment wisely and earnestly. ~Buddha

A friend of mine asked me to go away for the weekend to a wellness retreat @ Omega in Rhinebeck, NY. Their tagline reads, "Awakening the best in the human spirit." Upon arrival I noted the quality of our "adult camping like rooms" and cafeteria style dining and got a bit scared. But I learned three things... 1. Unplugging does allow you to think clearer and open your mind to new thoughts... 2. The practice of meditation is therapeutic and beneficial to managing stress... 3. You can survive anything for one weekend! Step out of your comfort zone. Who knows what you will learn.

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