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FOR IMMEDIATE RELEASE
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**Coalesce Creative Director Lisa Piikkila Completes
Prestigious Color Design Course**

APPLETON, Wis. – Lisa Piikkila, co-owner and creative director of Coalesce Marketing & Design, Inc., has completed an invitation-only color design course taught by Leatrice Eiseman, popularly known as “America’s color guru.” Piikkila was the only graphic designer to participate in the course, offered in July by the Eiseman Center for Color Information and Technology. Most of the professionals enrolled in the course had backgrounds in industrial, interior or fashion design.

“Statistics show that, 60 percent of the time, color is indicated as the major reason for a product purchase,” Piikkila pointed out. “Therefore, many companies are seeking the guidance of an appropriately educated professional color expert. “Further, many companies recognize that color is important in a business, retail or personal environment because it helps to create mood, image and even productivity,” Piikkila added.

The course covered color forecasting and trends as principal considerations in new product development. It also focused on the psychology of color and its use in business and industry.

Author of six books on color, Eiseman serves as executive director of the Pantone Color Institute. She was named as a top style maker by *Home Furnishings Now*, a leading home-furnishings trade publication, and featured as an influential decision maker by *Fortune* magazine.

Founded in 2004 by owners Michelle Richard and Lisa Piikkila, Coalesce provides a full range of strategic marketing and communications services to client businesses and organizations.

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