



Crock-Pot® Brand and Valspar® Team Up to Bring Color to the Heart of the Home

September 15, 2026

New collaboration pairs six Crock-Pot Brand Design Series slow cooker colorways with expertly curated Valspar paint palettes to inspire an approachable kitchen refresh

Key Points

- Crock-Pot® Brand and Valspar, two trusted names in the home, are coming together to inspire kitchens that feel more colorful, personal and welcoming.
- Crock-Pot® Brand x Valspar Color-Drenched Kitchen Collection pairs six new Crock-Pot® Brand Design Series slow cooker colorways with expertly curated Valspar paint palettes, making one of 2026's biggest home design trends feel more approachable.
- Crock-Pot® Brand and Valspar are also giving consumers the chance to win a Crock-Pot® Brand Design Series slow cooker in their colorway of choice, a Lowe's gift card to help bring their Valspar color palette to life, and \$1,000 to refresh their kitchen.

ATLANTA, Sept. 15, 2026 /PRNewswire/ -- [Crock-Pot® Brand](#) and [Valspar®](#) are coming together to inspire a more colorful, personal approach to the kitchen. Pairing six new Crock-Pot® Brand Design Series slow cooker colorways with expertly curated Valspar paint palettes, the Crock-Pot® Brand x Valspar® Color-Drenched Kitchen Collection offers consumers a curated starting point for creating a kitchen that feels warm, cohesive and uniquely personal.



The kitchen has become more than a place to prepare meals—it is where families gather, conversations unfold and everyday moments happen. As color drenching continues to be one of 2026's biggest home design trends, the Crock-Pot® Brand x Valspar collaboration brings approachable inspiration into the kitchen.

Each of the six new Crock-Pot Brand Design Series slow cooker colorways is intentionally paired with a hero Valspar paint shade and three complementary colors designed to work together across walls, cabinetry, trim and accents. The result is an approachable color blueprint helping consumers envision how the color they love on the countertop can inspire the broader kitchen.

"The kitchen has evolved into an extension of our living space, often acting as a space for gathering and entertaining rather than simply preparing meals," said Sue Kim, Director of Color Marketing at Valspar. "The expressive palettes of the collection paired with the Crock-Pot® Brand Design Series slow cookers create a welcoming environment that feels cohesive and joyful for both everyday rituals and special occasions."

At the heart of the collaboration is the Crock-Pot® Brand Design Series, the brand's latest collection of slow cookers blending elevated craftsmanship with a modern-vintage aesthetic. Available in six thoughtfully curated colorways, the collection brings together everyday functionality and countertop-worthy design, giving consumers a natural starting point for building a kitchen which reflects their personal style.

"With the Crock-Pot® Brand Design Series, we wanted to reimagine what a slow cooker can look like in today's kitchen—not only a hardworking appliance, but a beautifully designed piece that feels at home on the countertop," said Mallory Fuller-Guzman, Sr. Manager, Design, Color, Material + Finish at Newell Brands. "Drawing on our consumer and trend insights, our Color, Material + Finish team developed a contemporary color palette designed to complement today's interiors. Now, our partnership with Valspar is helping extend and validate that established color story within the broader home environment, inspiring consumers to create spaces that feel personal and reflective of the way they live."

For consumers looking for a starting point, the Crock-Pot® Brand x Valspar Color-Drenched Kitchen Collection makes coordinating color feel more approachable: choose the Crock-Pot® Brand Design Series slow cooker colorway you love, then explore the corresponding Valspar palette curated to

complement it.

Crock-Pot® Brand x Valspar Color-Drenched Kitchen Collection Color Pairings

- Purple Potato — paired with [Purple Fury](#), [White Wool](#), [Titanium Man](#) and [Tomcat](#) from Valspar.
- Morning Haze — paired with [Cottage Door](#) (The 2027 Valspar Color of the Year), [Silver Dusk](#), [Blue Kiss](#) and [Magnet Dapple](#) from Valspar.
- Light Stone — paired with [Voyage](#), [Blue Skylights](#), [Snowed In](#) and [Dream Weaver](#) from Valspar.
- Ocean Fog — paired with [Renew Blue](#), [Secluded Garden](#), [Du Jour](#) and [Green Trellis](#) from Valspar.
- Desert Sage — paired with [Seaside Fog](#), [Low Tide](#), [Lemon Edge](#) and [Homey Cream](#) from Valspar.
- Chai Cream — paired with [Stone Manor](#), [Sunswept Sand](#), [Bistro White](#) and [Groundbreaking](#) from Valspar.

To bring the Color-Drenched Kitchen Collection to life beyond the inspiration board, Crock-Pot® Brand and Valspar are giving consumers the chance to refresh their kitchens with a Crock-Pot® Brand Design Series slow cooker in their colorway of choice, a Lowe's gift card to help bring their Valspar color palette to life, and \$1,000 toward their kitchen refresh. The Crock-Pot® Brand x Valspar Kitchen Refresh Sweepstakes is planned to run September 21 through September 29, 2026, with final entry details and promotion terms governed by the Official Rules.*

The Crock-Pot® Brand Design Series slow cookers are available for purchase at Amazon, Walmart, Target as well as additional US retailers. Valspar paint is available at Lowe's and independent home improvement retailers nationwide.

**NO PURCHASE NECESSARY. Open to legal residents of the 50 U.S./D.C., 18+ or age of majority in state of residence, whichever is older. Sweepstakes begins 9/21/26 and ends 9/29/26. Void where prohibited. See Official Rules for complete details, eligibility requirements, prize descriptions, alternate method of entry and winner selection information. Subject to final Legal approval.*

About the Crock-Pot Brand

For generations, the Crock-Pot® Brand has helped bring people together around the table with simple, reliable solutions that make mealtime easier. As a trusted name in slow cooking, the Crock-Pot brand continues to evolve for today's home cook with thoughtfully designed products that combine convenience, versatility and style. From everyday family meals to special occasions, Crock-Pot products help make more time for the moments that matter.

About Newell Brands

Newell Brands (NASDAQ: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Rubbermaid, Sharpie, Graco, Coleman, Rubbermaid Commercial Products, Yankee Candle, Paper Mate, FoodSaver, DYMO, EXPO, Elmer's, Oster, NUK, Spontex and Campingaz. Newell Brands is focused on delighting consumers by lighting up everyday moments.

About Valspar

Valspar is an industry-leading paint and coatings brand established in 1806 and part of The Sherwin-Williams Company. Committed to helping DIYers and professional contractors succeed, Valspar offers high-quality interior and exterior paints, durable stains, precision tools and expert guidance. With an extensive color selection and a belief that every space is Made for More™, Valspar helps bring any vision to life. Valspar paint is available at Lowe's and independent retailers nationwide. For more information, visit [valspar.com](https://www.valspar.com).

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