

HISTORY OF CALIFORNIA PAINTS



In contrast to its name, California Paints originated in **1926** in Cambridge, MA as an offshoot of California Stucco Products of New England. The New England company, a franchisee of California Stucco Products of California, specialized in colored stuccos and interior plasters, which remained popular through the **1930's and 40's**.

By the **1950s**, company leaders at California Paints recognized that the oil-based paints that were prominent in that era were prone to fading and peeling. California Paints became one of the pioneers in acrylic latex coatings, working with the new acrylic emulsion binders being produced at the time. They had grown into a sizeable business in the Northeast. At this time, the name California was already recognized and popular brand name. To build on that success, they decided to keep the name and became California Products Corporation, selling California Paints.

In **1972**, California Paints developed its first exterior latex stain.

In **2000**, the company saw perhaps its biggest change ever. After operating for three-quarters of a century from several buildings in and around the Cambridge area of Boston, California Paints moved into a brand-new, 180,000-square-foot production facility in Andover, MA. The new location was ideal right at the crossroads of railroads and interstate highways. It was one of the most state-of-the-art paint production facilities in the world and it brought warehousing, distribution, production and corporate officers all under one roof.

In January **2016**, Audax Private Equity announced the formation of Innovative Chemical Products Group (ICP Group), headquartered in Andover, MA. California Paints became one of the brands under ICP.