

For Immediate Release



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HGTV's *Southern Spitfire* To Feature Romabio

Williams Chooses Classico Limewash in Cristallo White

MEET ABBI WILLIAMS

Abbi is a graduate of the FIDER-accredited Interior Design program at the University of Georgia. She brings over 13 years combined construction and design experience to her clients.

In 2006, after teaching in Italy and publishing research in Germany, Abbi opened a full-service design studio specializing in custom home design and blueprints, project management for out-of-state clients, as well as commercial design for medical and dental offices.



Photo: <https://www.reddoordesignstudio.com/>

ATLANTA, MAY 3, 2019 - – **Romabio Classico Limewash** in Cristallo White- an authentic limewash paint made from Italian slaked-lime - will be featured on the Pilot episode of *Southern Spitfire*, this Saturday May 4, on **HGTV 2|1 c**, chosen by host Abbi Williams for its natural beauty, durability and soft and inviting shade of white.

"We used Romabio Classico Limewash in Cristallo White because we wanted a more 'organic' white, as opposed to the brighter whites that are popular right now," said Williams. "The Limewash was for a lake house, so we didn't want to create a stark silhouette in such a natural setting. And we loved being able to do samples on the side of the house to experiment and 'control' the application."

Interest in Romabio Classico Limewash has soared in 2019, however Williams chose the

product almost two years ago when researching supplies and design materials for this particular home. Her choice of product and color is clearly ahead of trends as she works to create timeless, welcoming, and low maintenance designs that reflect her Southern roots.

"I was very impressed with Abbi and how quickly she decided on Romabio Classico Limewash at a time when our products were not as widely known. Her time in Europe and first-hand knowledge of classic Italian products, I'm sure, influenced her decision" said Leslie Aiken, Chief Marketing Officer for Romabio. "Cristallo White is the perfect antique white and an excellent choice for such a tranquil setting. We hope everyone will join the Romabio team and tune in to HGTV this Saturday to cheer on a fellow Georgia native!"

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ABOUT SOUTHERN SPITFIRE & ABBI WILLIAMS

Abbi Williams is a Southern-soaked bundle of creative energy who draws design inspiration from fading landmarks all over the south. Now she's using her signature rustic twists to transform dated houses into modern, comfortable homes that match every family's unique needs. She loves to see homeowners happy and in the homes of their dreams. Regardless of their budget or style, her job is to get them the best possible look for the least amount of money — and have a super amazing time along the way. Abbi Williams is a true Georgia peach and has a design degree from the University of Georgia.

More about Williams: <https://www.hgtv.com/profiles/professionals/abbi-williams/about>

For more information about the show, visit: <https://www.hgtv.com/shows/southern-spitfire>

ABOUT CLASSICO LIMEWASH

Romabio has created the ultimate, artistic coating for the exterior of your brick, stone or masonry home. [Classico Limewash](#) is made with authentic Italian slaked-lime and has a beautiful, luxurious flat finish. It is an easy, one coat process with high-UV resistance and naturally mold-resistant. Romabio's quality ingredients paired with modern technology allow home owners to create an antique or distressed limewash look in just hours instead of decades....

Classico Limewash is family, pet, and environmentally friendly. It is available for purchase at select paint retail stores and Home Depot's across the country that carry Romabio products (www.romabio.com/find-us), as well as online at HomeDepot.com.

ABOUT ROMABIO

Founded in 2009, and headquartered in Atlanta, GA, Romabio is a conscious company manufacturing the highest quality mineral-based products that are sustaining for our customers, the environment, and the world at large. From the beauty of Classico Limewash, to the durability and performance of the Masonry paints, to the highest material health of the Interior paints, Romabio offers high-end authentic Italian mineral paint products for both DIY homeowners and PRO applicators.

Media kit: <https://romabio.com/latest-buzz/>

ABOUT HGTV

HGTV delivers the superstar experts, fascinating families, compelling renovations and stunning transformations that make all things home fun. America's favorite way to get entertaining, relatable and inspirational home and lifestyle content, HGTV offers: a top 10 cable network that is distributed to more than 88 million U.S. households; a

website, HGTV.com, that attracts an average of 10.8 million people each month; a social footprint of 20.6 million; HGTV Magazine, a monthly publication that reaches more than one million readers and exclusive collections of home-oriented products through the HGTV HOME™ consumer products line.

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