

FOR IMMEDIATE RELEASE

## Folder Colorizer brings life to macOS by injecting color & emojis into folders (that are boring-blue)

*Folder Colorizer is built for Mac users who's life depends on color to navigate successfully between folders. It makes project management on macOS so much easier.*

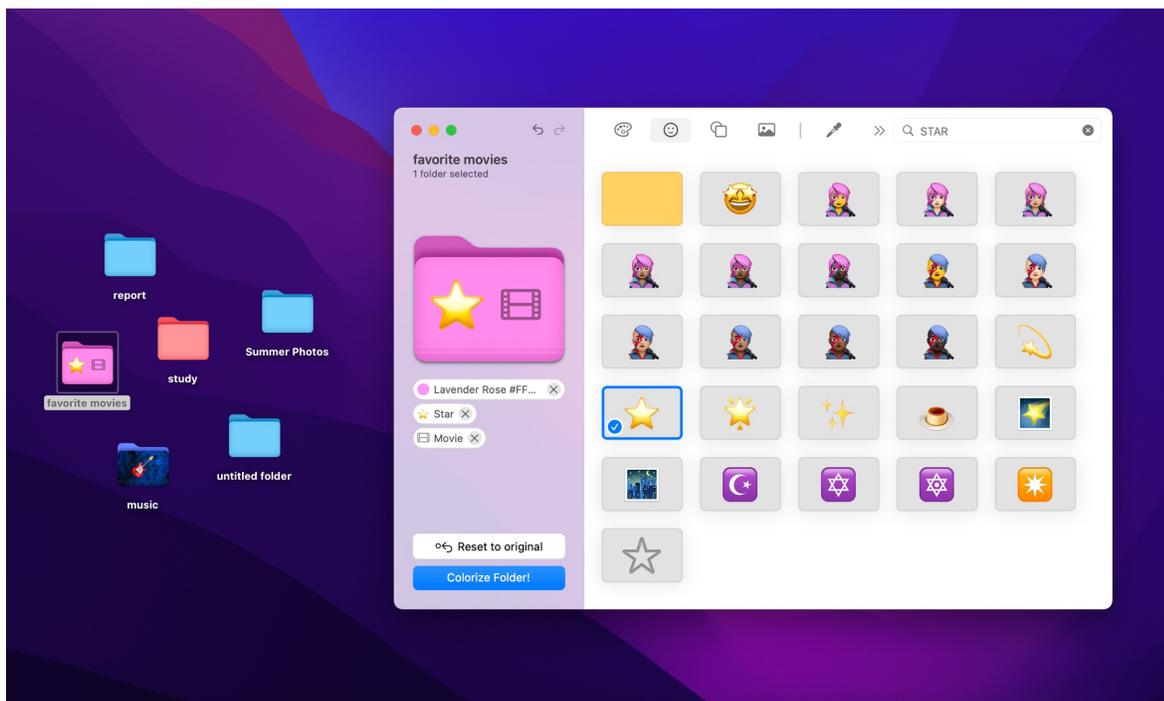
On January 14, 2022 — **Softorino Inc.** — released **Folder Colorizer for Mac**. A handy app to change folder color on Mac in 1-click. Originally created in for Windows in 2011, and with ten million happy users already – Folder Colorizer is finally available on Mac. With even more features.

### The problem:

By default, all folders on Mac are baby-blue. A typical macOS user has a ton of generic file folders and subfolders, it can be tough finding the one you need. This is frustrating, especially if you're in a hurry.

### The solution:

Folder Colorizer will help Mac users quickly target vital folders for easy access. Thanks to unique folders created using Folder Colorizer – Mac users will be pleasantly surprised at the difference in not just their mood, but the efficiency of navigation. Simply put – *It's an app to make significant folders stand out on a cluttered desktop.*



## How it Works:

Folder Colorizer (as the name implies) allows users to set color to any folder on macOS. The interface is simple and intuitive allowing color change in just 3 simple steps:

1. Drag & Drop one (or multiple) folders into Folder Colorizer
2. Select color, add emojis, image or symbols for total personalisation
3. Click "Colorize Folder!"

## Features:

- **Cross-system Compatibility**  
Colorized folders keep their style when transferred to another Mac or external drive. Style is attached to the folder.
- **Multiple Folders in 1-Click**  
Save time by applying bulk color changes to multiple folders.
- **iCloud Folders Support**  
iCloud and shared folders keep their style and are displayed with styled icons on all Macs.
- **Smart Search**  
Using the search bar, you can easily find the desired image, color, emoji or decal.
- **Revert to Original**  
You always have the option to reset to default and quickly revert to the original folder color.
- **History of Every Step**  
For those who love to experiment. It's easy to go back to every change you made.
- **AI "Magic"**  
A "Magic wand" feature uses AI to recognize the names of folders and offers the most appropriate colors, emojis and images. Simply drop your folder and let magic do the rest.

## Additional Details

- **Requirements:** macOS 10.15 or above.
- **Availability:** Folder Colorizer for Mac can be downloaded from the official website at <https://softorino.com/folder-colorizer-mac/>. A free trial is available providing 24 hours of use with zero feature restrictions.
- **Pricing:** Full version if available as part of a [Universal License](#) from Softorino which unlocks all Softorino apps, including Folder Colorizer for Mac. An annual license is USD 35. Monthly license is available for USD 10.

## Press Contacts

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