

# News Desk

Issue No. 08 | September 2022



**AkzoNobel**

# Dulux draws inspiration from nature for the 2023 Colour of the Year Reveal

Dulux colour experts have chosen Wild Wonder™ – a hue inspired by the warm tones of harvested crops as Dulux colour of the Year 2023. Its upbeat glow connects us with nature, creating a sense of energy and positivity.

As people search for support, connection, inspiration, and balance in the world today, they are diving into the wonders of the natural world to find it. Extensive research conducted by a team of in-house paints, coatings colour experts and international design professionals found hope at the heart of global social, design, and consumer trends.

Dulux Wild Wonder™ speaks to us in a language we instinctively understand. Nature is what inspires us and makes us feel better in our lives and in our homes. That is why, for the first time in 20 years, our entire colour palette is inspired by the rhythms of nature.

The four Dulux colour Futures™ 2023 decorative paint colour palettes have been designed around Wild Wonder™:

## Lush Colours (the forest hues)

Inspired by the plant-filled habitats of gardens, forests and woodlands, this soothing palette helps to give a comforting, familiar and supportive feel to a space.

## Buzz Colours (meadow brights)

Inspired by the bustling biodiversity of a wildflower field or grassland, this upbeat palette celebrates the benefits of working together, adding joy and harmony to a space.

## Raw Colours (harvest shades)

Inspired by nature's raw materials, this palette reflects the richness of the natural resources and designs all around us. It offers an enriching sense of potential and creativity.

## Flow Colours (seashore tones)

Inspired by the regular rhythms of nature and the cyclical tides of life, this subtle and timeless palette brings a feeling of fluidity and equilibrium.

For consumers personalizing their homes and urban environments, the palettes make it easy to choose wall colors for a timeless look that is also bang on trend.

With warm tones of harvested crops, Wild Wonder™ will create a soothing, harmonious, joyful space bringing in the richness of nature into your home with warm and natural colours. The versatility of the four complementary palettes will make it easy to choose wall colours for a timeless look that will transform the rooms in your home and change the way they feel.

The year 2023 brings two major milestones to the Dulux Global Aesthetic Center. Its Dulux ColourFutures trend forecast will celebrate its 20th anniversary, while the team also reaches three decades of trend analysis, colour research, colour design and art direction at AkzoNobel – global manufacturer of Dulux.

This year, we have put the wonder of nature at the heart of our colour story and what a great way to celebrate Dulux's Colour of the Year 20th anniversary. We invite you to explore the versatility of this year's colours and hope they inspire you to achieve a beautiful on-trend home.

### Important Notice

Please note that all Colour Futures™ assets used must be accredited to Dulux.

Inspired by ColourFutures, visit [www.dulux.co.za](http://www.dulux.co.za) or [www.duluxtrade.co.za](http://www.duluxtrade.co.za).

For more information about the Colour of the Year 2023, visit the webpage and follow #CF23 on social media (@DuluxSA) or contact your respective AkzoNobel representative.



**Dulux**  
TRADE

COLOUR OF THE YEAR 2023

**WILD  
WONDER™**

50YY 49/191



The Colour of the Year 2023

## WILD WONDER™

It's a glowing, upbeat color inspired by the warm tones of harvest crops

September 2022



**Global trends show we're recognizing nature as the source of everything in our lives and re-evaluating our relationship with the natural world.**

“Wild Wonder brings energy and positivity into our living spaces”

Heleen van Gent, Creative Director of AkzoNobel's Global Aesthetic Center



### Colour palettes inspired by nature



**BUZZ COLOURS**



**FLOW COLOURS**



**LUSH COLOURS**



**RAW COLOURS**

### Why do we do Colour of the Year?

People are always looking for ways to express who they are. Customers and consumers rely on our expertise to create a “look and feel” that's spot on – on-trend, personalized and timeless. With a combination of easy-to-use colour palettes, inspiring imagery, practical advice and innovative tools, we can help them build their color confidence.

### How is the trend research conducted?

The selection of the Colour of the Year is the culmination of extensive annual research into global social, design and consumer trends. International design professionals are invited to help us identify the trends, which are then translated into colour by the Global Aesthetic Center and other AkzoNobel experts.

### Where will I be able to see the colours?

The trends help us develop market-specific products across our businesses, meaning that the influence of the Colour of the Year is felt across a wide range of markets: decorative paints, furniture, architecture, domestic and residential appliances, aerospace, automotive, consumer electronics, construction, cabinetry, flooring and building products.

### It's a year to celebrate

This year is the 20th anniversary of ColourFutures, while the Global Aesthetic Center also hits a special milestone – three decades of trend analysis, colour research, colour design and art direction.

[ColourFutures](#)  
[Colour of the Year 2023](#)  
[Visual library](#)



# Pioneering Professionalism

Low VOC Dulux Trade 100 Lowsheen & Dulux Trade 65 Matt offer outstanding product quality & performance and reduce the CO<sub>2</sub> footprint on the environment. Achieve green building status with Dulux Trade.

For more information contact us on 0860 330 111 or visit our website at [www.duluxtrade.co.za](http://www.duluxtrade.co.za)

# AN EXACT COLOUR MATCH IN SECONDS



## The palette in your pocket.



With the **Dulux Trade Colour Sensor**, scan a colour and get a Dulux colour match in seconds.

The **Dulux Trade Colour Sensor** brings the colour to life using the **Dulux Trade Expert app**. Purchase your Colour Sensor by calling us on **0860 330 112 / 011 861 1000**.

Download the **Dulux Trade Expert app** from the Google Play or App Store.





# ROCKGRIP® WALL & CEILING 5 NEW INSPIRING COLOURS



White



Summer  
Cream

**NEW**



Cloudy  
Cotton



Golden  
Path



Terrace  
Breeze



Fine  
Jewel



Thunderstorms

# Ridge Town Central, Umhlanga Rocks



With over eleven thousand square metres, Ridge Town Central is a modern development that serves the growing market of professionals. This is modern estate living in the heart of an urban lifestyle. Boasting sleek units and a prominent position in Umhlanga, Ridge Town Central presents apartments for on-the-go, professional individuals.



Specified with Dulux Trade 100 Matt, the colour palette chosen for the interior keeps the development look and feel equally modern. After a hard day, there is nothing better than coming home to a beautiful modern space that will keep you feeling rested and re-energised.





Dulux Weatherguard Fine Textured, a premium durable exterior coating with Maxiflex™ that provides lasting protection, is used to keep the exterior walls at Ridge Town Central looking greater for longer. Its unique formula withstands various weather conditions, covers hairline cracks, and provides good durability.

For more information contact us on 0860 330 110 or visit our website at [www.duluxtrade.co.za](http://www.duluxtrade.co.za)



LOOKING FOR SUSTAINABLE MATERIALS?

SEEKING TO PROMOTE A HYGIENIC ENVIRONMENT?

PLANNING BETTER PLACES TO LIVE AND WORK?



People.  
Planet.  
Paint.

## MAKE YOUR BUILDINGS GREENER WITH OUR HELP

Dulux Trade paints, tools and services can help you gain additional points towards a green building and support you at every step.

For more information contact us on 0860 330 111 or visit our website at [www.duluxtrade.co.za](http://www.duluxtrade.co.za)



## Green Buildings

A green building is one whose design, construction or operation reduces or eliminates negative impacts (and can even have a positive impact) on our climate and natural environment. They can also improve their users' quality of life. Dulux, manufactured by AkzoNobel has a strong focus on sustainability. As a global member of the World Green Building Council, our aim is to support you in achieving green building status through our innovative products, tools and services.

Dulux Trade products have been produced in line with the standards of green building materials, meaning that using these products can help users gain green buildings points.

We're working with more renewable materials than ever before and introducing longer-lasting paints with lower environmental impact. In doing so, we are reducing our impact on the planet and ensuring that our paints are harder-wearing and more resistant to challenging environmental conditions.

We're even making sure that leftover materials can be reused or repurposed and our full portfolio is produced respecting human rights and manufactured in a healthy and safe environment.

It's not only about the formulations of our products. Research has proven that the colour and the characteristics of paint can help improve the environments we live and work in and can be beneficial to our health and wellbeing. Colours help set the mood around us, while paints that reflect a greater proportion of light can promote alertness and activity without requiring additional energy consumption or creating glare. Our colour palettes are specially designed to boost wellbeing and are formulated to have higher light reflectance values, creating better places to live and work without increasing energy use.

Dulux Trade products, tools and services are available to support customers throughout their journey to green building status.





For Literature requests, downloadable datasheets, information and advice call us on 0860 330 111 or visit our website at [www.duluxtrade.co.za](http://www.duluxtrade.co.za)

Follow us on:



[www.facebook.com/DuluxSA](http://www.facebook.com/DuluxSA) , [@DuluxSA](https://twitter.com/DuluxSA),

[www.instagram.com/duluxsa](https://www.instagram.com/duluxsa)

[www.youtube.com/user/LetsColourSA](https://www.youtube.com/user/LetsColourSA)