

News Desk

Issue No. 10 | March 2023



AkzoNobel

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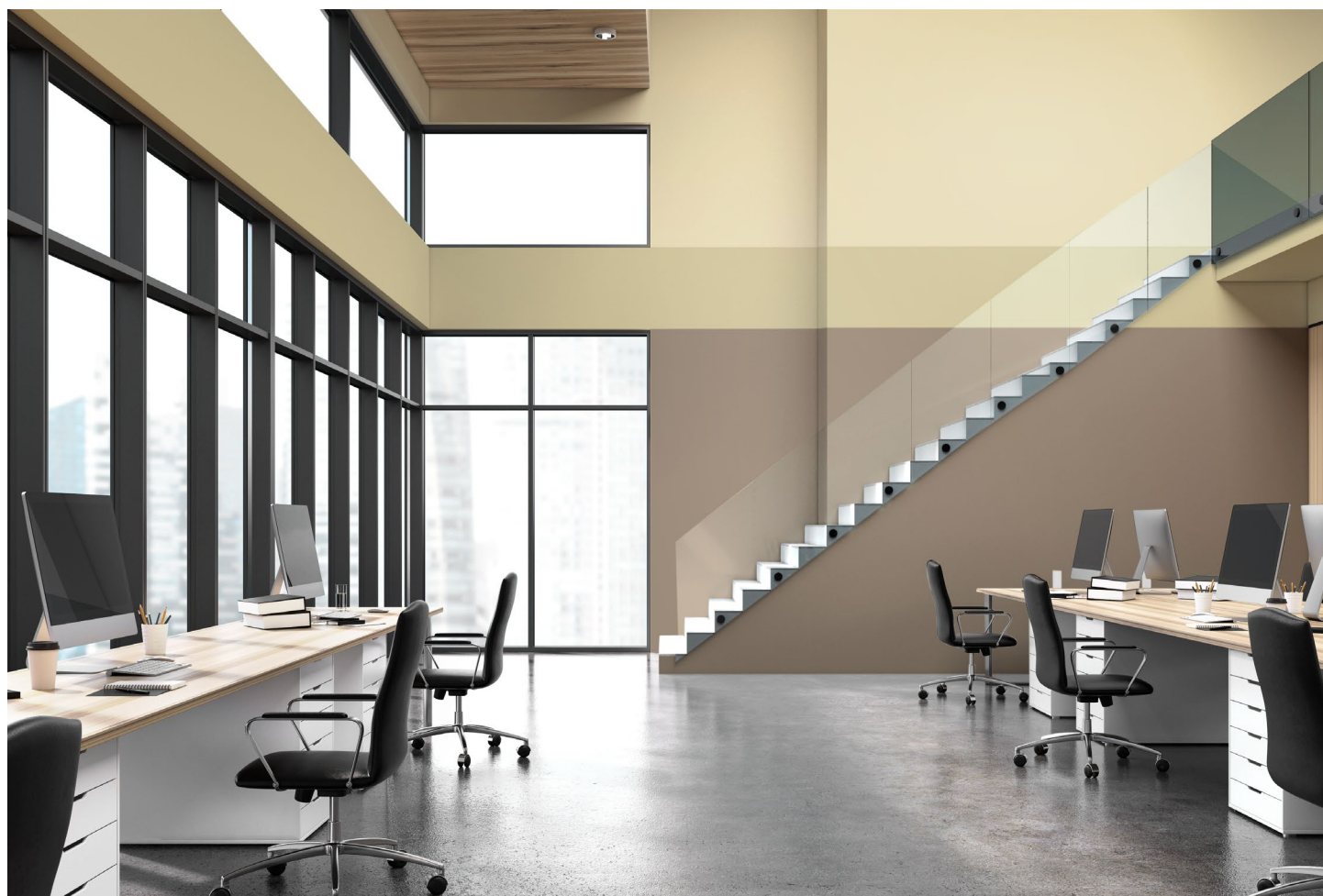
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Transform Offices with Dulux Trade

Use natural colours to create a supportive and enriching space for working

With “hybrid working” now commonplace, employees are looking for a new working environment that will not compromise their well-being. These colour schemes, using the Lush and Raw palettes, combined with the Dulux Trade Colour of the Year - Wild Wonder™, can bring value to office buildings while creating inspiring, sustainable, and supportive spaces that feel connected with the natural world outside.



Today, we are more conscious than ever about looking after our mental health, so, we need a working environment that feels supportive and uplifting. Feeling connected with nature has been shown to help employees feel less stressed and to boost their well-being and using colour schemes that remind people of the natural world could enhance this connection.

Inspired by the colours of forests and woodlands, the natural greens, greys, and lilacs in the Lush palette bring a fresh, familiar feel. Calming and soothing, they can act as a natural counterpoint to a sterile, tech-heavy environment.

The Raw palette also takes inspiration from nature, with tones echoing the shades of raw materials and harvested crops – wood, straw, and wheat. Studies have shown that the use of biophilic design contributes to an increase in productivity and overall wellness. Together, these enriching tones create a springboard for creativity and innovation.

To bring value to office buildings with an environment that feels supportive and enriching, here are four colour schemes using Dulux Professional Colour of the Year, Wild Wonder™, with the Lush and Raw palettes.

1. A Welcoming Office Space



Inspired by nature, Lush colours can help to make an office space feel familiar and soothing. Here, walls painted in soft greens, with windows highlighted in Wild Wonder™ bring a softness and personality to a space that can often feel stark.

Which colours?



Dulux 60YY 33/130
Khaki Green



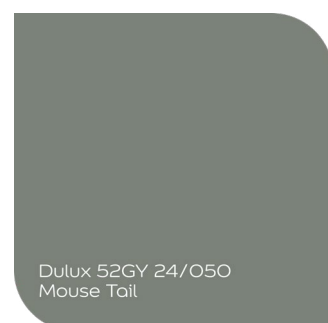
Dulux 50YY 49/191
Wild Wonder™

2. Bring Comfort to an Open-Plan Office

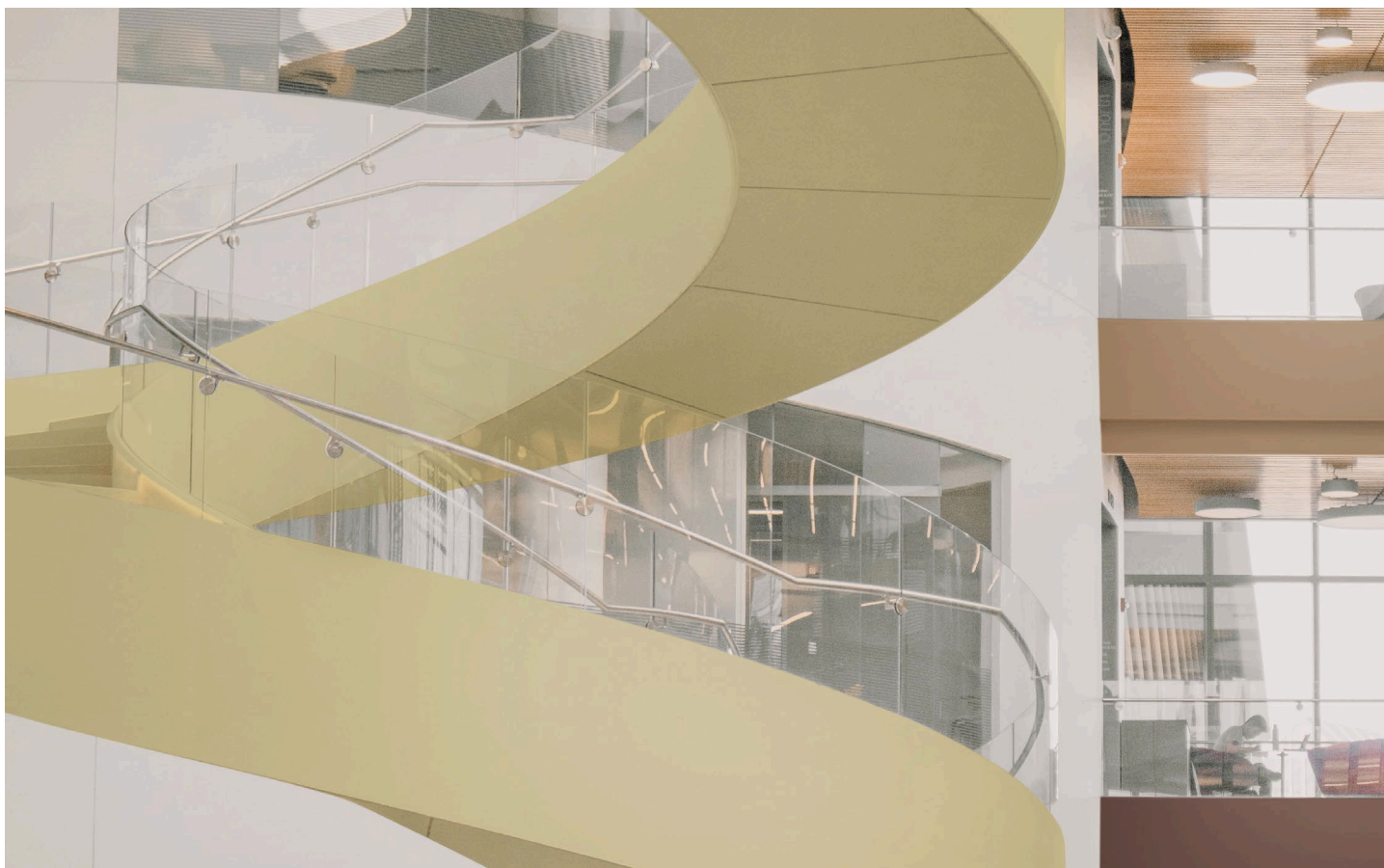


The Lush colours used in this open-plan office provide the perfect natural counterpoint to technology, making the space feel cosier and more approachable. A wall painted in a dark mushroom shade adds warmth, as well as defining the desk area, while adjacent and opposing walls painted in shades of green and Wild Wonder™ bring a sense of natural richness and creativity to the space.

Which colours?

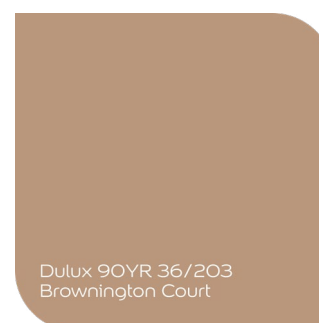


3. Add Warmth to an Office Lobby

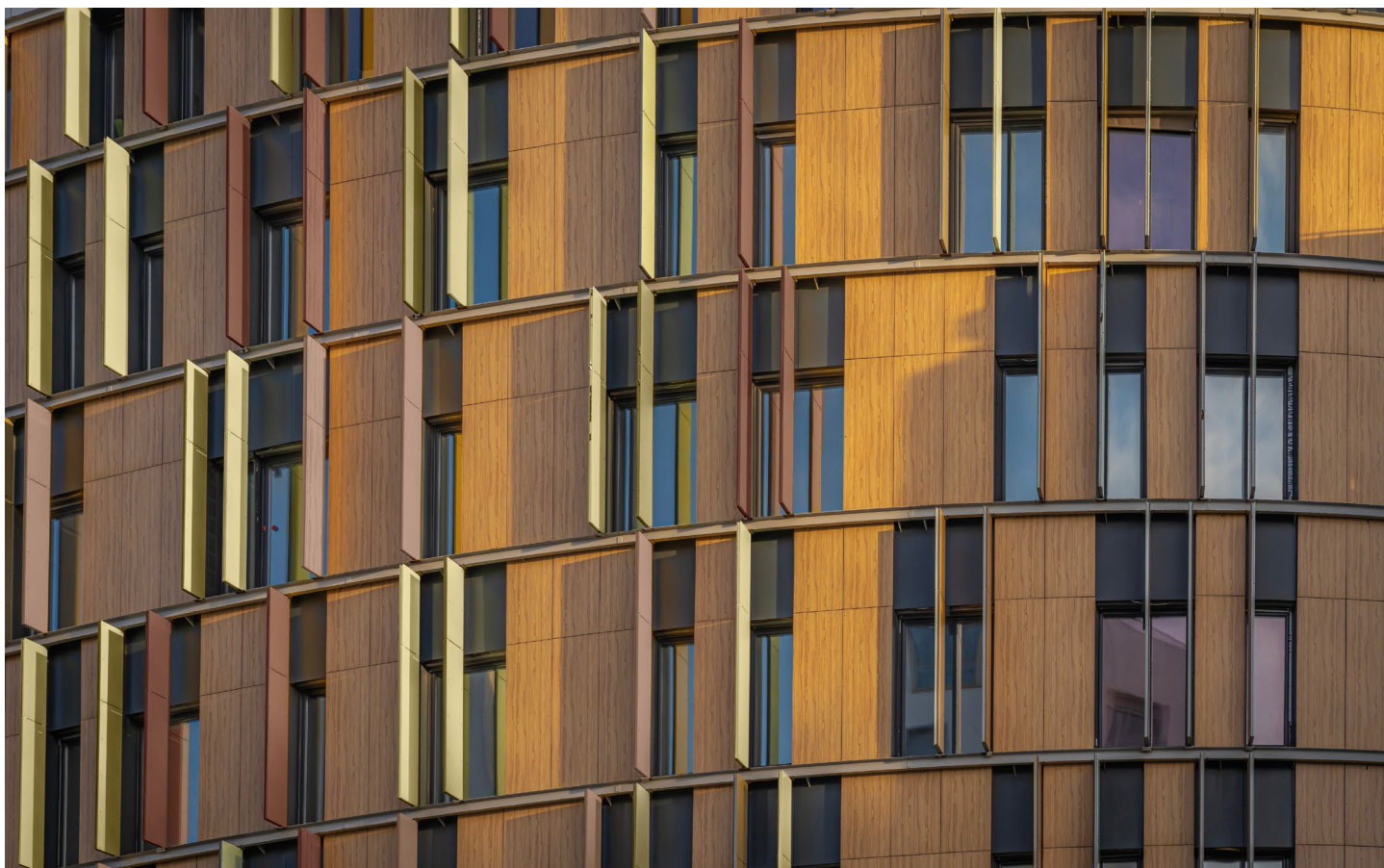


The enriching tones of the Raw palette can bring warmth and energy to any office space. Here, different earthy tones – from peaty brown to soft clay – help to differentiate the floor levels, while a staircase painted in Dulux Trade Colour of the Year, Wild Wonder™, creates a welcoming and invigorating feel.

Which colours?



4. An Inspiring Office Exterior



Exterior walls and window panels painted in colours from the Raw palette help this building feel grounded and inspiring. The mix of soft, warm shades creates a subtle contrast, emphasising both the building's unique characteristics, while also reflecting the natural light.

Which colours?



For more information contact us on 011 861 1000 or visit our website on <https://www.duluxtrade.co.za/colours/colour-futures-2023>



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Introducing the NEW high-performance Dulux Trade Wallclad Waterproofing Wall Paint, a premium quality fibre-reinforced exterior wall paint with a mid-sheen finish. Designed to increase productivity, Dulux Trade Wallclad allows you to work faster and move to the next site quicker. This robust formula can tolerate moisture levels of up to 20%, has superior dirt-resistant properties, and offers protection against UV rays and extreme climate conditions. This formula is Green by Design, with low VOC levels of less than 16 g/l.

For more information and advice, call us on 0860 330 111 or visit our website at www.duluxtrade.co.za.



MAXIMISE PRODUCTIVITY WITH SUPERIOR PERFORMANCE

Introducing new Dulux Trade Wallclad Waterproofing Wall Paint. This premium quality fibre-reinforced exterior mid sheen finish has superior dirt resistance and flexibility. This robust formula offers protection against extreme conditions.

QUICK ON-SITE ACTION

Dulux Trade Wallclad is an exterior wall paint with additional waterproofing properties. Traditional paint systems would necessitate more time on the job site. Designed to increase productivity, new Dulux Trade Wallclad allows you to work faster and move on to the next site.



MOISTURE TOLERANCE OF UP TO 20%

Dulux Trade Wallclad resists water penetration and allows water vapour to escape. This action inhibits the growth of fungus.



UV & DIRT RESISTANT

Dulux Trade Wallclad offers protection against the harsh ultraviolet (UV) rays from the sun and the drying effects that leave dirt residue with everyday contact and windy conditions. This formula has superior dirt resistance and leaves your walls cleaner for longer.



HIDE MINOR IMPERFECTIONS

Due to the superior elasticity, cracks can be bridged up to 0,6mm, ensuring that Dulux Trade Wallclad leaves the surface with a long-lasting professional finish.



SUPERIOR RESISTANCE TO COOLER TEMPERATURES

Tested against temperature cycles of less than -5 °C, the in-can paint appearance of Dulux Trade Wallclad was not affected or compromised, displaying superior resistance to cooler temperatures when in storage.



Vibrant mural showcases young artist in Pretoria

Locals from The Village in Hazelwood, Pretoria now enjoy a feast for the eyes, as a popular street backdrop gained a new and vibrant colour upgrade.

The modern mural by a local grade 10 learner, boasts pops of bright and energising hues against the trendy selfie spot. The young artist gained the popular vote in a community competition that shortlisted the top 12 artworks submissions from over 3200 entries in late 2022.

With a vivid and playful colour palette, paint sponsors Dulux South Africa and Colour Expert Palesa Ramaisa brought the winning artist's ideas to life with bold colours like Coral Crush, Rainbow Yellow and Bermuda Pool. Four weeks and over 125ltrs of paint later the reveal revitalised the space for community members and visitors to enjoy.



"It's a unique and vibey part of Pretoria, which enjoys so many visits from locals and travellers alike. We started to see a trend, where people were stopping to take photographs against the backdrop of the past angel wings artwork and we decided to revamp the entire space, as we were in the process of uplifting the Village as a whole," said Lundi Coetzee, Marketing Manager at Atterbury.

The mural took inspiration from the hustle and bustle of the town's surroundings, as competition participants were encouraged to take in the sights and sounds of the unique space before they started to sketch their ideas.

"True to our reputation as South Africa's most loved paint brand we are proud to be part of this wonderful community initiative as it aligns very closely with our ambition to add colour to people's lives. It's wonderful to see the real-life impact that a splash of colour and art in this format can make in transforming the spaces that people live and play in" says Nathalie Sweeney, Marketing Director Decorative Paints Sub Sahara Africa.

To add to the existing charm and flair of the mural, the space now also boasts a new one-way traffic flow; new bike racks; a children's play area and improved overall refurbishments for community enjoyment.

For more colour inspiration, visit the Dulux social pages [Facebook](#), [Twitter](#) and [Pinterest](#) or [Instagram](#).



What was the name of the school that participated in this activity?

Afrikaanse Hoër Meisieskool Pretoria

Who was the mural design winner?

Layla Fouché in (Gr 10)

What was the competition mechanic and who judged that process?

We created a competition at The Village in Hazelwood (posters in all shops) with a QR code to a microsite with our top 12 chosen artworks on. We received over 3200 entries, and Layla received the most votes.

What was the main thing that stood out to the mural judge/judges?

How most of the entries/entrants went to The Village, experienced the surroundings, and took some time to immerse themselves in the area before they started to sketch.

Why was this location in Atterbury selected?

It is a unique and vibey part of Pretoria, which enjoys so many visits from local and visiting people. We started to see a trend, where people were being photographed constantly with this "tired" backdrop of angel wings. And we decided to revamp the entire space, as we were in the process to uplift The Village with a new one-way traffic flow, new bike racks, a children's play area and overall refurbishments.

How long did the mural take to complete?

Just over 4 weeks.

Paint Products Used for the Project:

- Dulux Gloss Enamel - Black
- Dulux Rainshield
- Dulux Universal Undercoat
- Dulux Dampshield
- Dulux Trade 100 Low Sheen
- Dulux Luxurious Silk



Revitalise your surfaces with Dulux Trade 100 Lowsheen



We believe that protecting the outside of a building is just as important as protecting the inside. Low VOC Dulux Trade 100 Lowsheen offers excellent product performance and quality and reduces the CO₂ footprint on the environment. This product gives you confidence knowing that every wall has long lasting protection, keeping your surfaces looking beautiful for longer.

Achieve green building status with the Dulux Trade 100 Low Sheen that is Low VOC, has outstanding durability and stain resistance. It's Low Sheen finish resists dirt pick up whilst offering excellent interior washability. Available in a variety of colours from the Dulux Colour System .

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