





AkzoNobel







Above: Dulux Professional colour experts translate trends identified at the Trend Forecast into colours that will be relevant and resonant for 2023

THE STORY BEHIND COLOUR OF THE YEAR

The Dulux Professional Global Aesthetic Center is committed to helping Specifiers select on-trend, credible colours that will last. Each year, with a team of acclaimed international experts, it identifies the global trends that look set to shape our lives, and our living and working spaces. Using these insights, it selects a Colour of the Year and four new palettes that will respond to those future needs.

LAST YEAR

In 2022, we were looking for a breath of fresh air in all aspects of our lives. This led Dulux Professional to develop palettes around a light, airy tone - Bright Skies™. Reflecting the limitless skies around us, it delivered an uplifting injection of colour that helped revitalise interiors and exteriors across every sector.

THE WORLD TODAY

With the natural world at the top of the global agenda, we're re-evaluating our relationship with nature and sensing the importance of learning *from* it not just *about* it. We're understanding afresh that nature is the source of everything, bringing us solace, inspiration, materials and a myriad of blueprints for living. That's why, this year, we've put nature at the heart of our story.

WHAT DOES THIS MEAN FOR COLOUR?

Nature can soothe our souls when we're stressed and make us feel rooted and connected. Its flourishing ecosystems can show us clever ways of working together. Its designs, refined over millions of years, can teach us how to make structures and materials that are effective, efficient and long-lasting. The rhythm of its seasons, tides and lifecycles can give us a sense of momentum, renewal and regeneration. We offer colours that help bring a connection with nature so you can feel the benefits in your spaces.







Cover images: Unsplash

COLOUR OF THE YEAR 2023

Dulux Professional Colour of the Year 2023 is a glowing, upbeat tone that celebrates and reflects the wonders of nature. Inspired by the warm tones of harvested crops, it brings energy, positivity and a connection with the natural world to our living and working spaces. Used alongside our new complementary palettes, Wild Wonder[™] is the perfect colour for updating interiors and exteriors, and boosting the value of buildings across a wide range of sectors.

PALETTES

Each of our four new palettes has been built around Wild Wonder[™], offering a variety of colour combinations that reflect the versatility of the natural world. Just as different land- and seascapes in nature inspire different emotions, so these palettes can help create different moods in interiors and exteriors across every sector, inspiring both clients and users.



INTERIOR PALETTES

LUSH COLOURS



SUPPORTIVE SPACES

Subtle and soothing, these natural tones are inspired by the colours of a woodland or forest. Made up of the soft greens, greys and lilacs of trees and plants, with deeper accent shades, this palette can create the reassuring feel of a countryside setting. Bringing a sense of familiarity and comfort, it's perfect for a new kind of office or healthcare space where wellbeing is prioritised.

BUZZ COLOURS

MEADOW BRIGHTS



HARMONIOUS SPACES

Warm and upbeat shades of pinks and ochres, these colours are inspired by the natural buzz and biodiversity of a meadow or grassland. Positive and unifying, these joyful tones work well in places where people come together – in residential or hospitality spaces, for example. Combining soft toning neutrals with stronger shades, this palette can help create a harmonious and welcoming feel.



RAW COLOURS HARVEST SHADES



ENRICHING SPACES

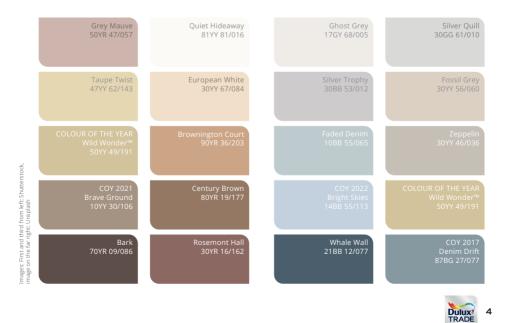
Shades of straw, wheat, mushroom, wood, this palette reflects the variety of nature's raw materials and can bring a sense of natural richness and creativity to a space. It can work well in an office environment where it can provide the perfect natural counterpoint to technology, or in a residential space where it can offer rich colour without overpowering a decorative scheme.

FLOW COLOURS SEASHORE TONES



BALANCED SPACES

Inspired by tides, waves and the natural rhythms of the earth, this palette of seashore colours can create a feeling of momentum and balance. It works particularly well in educational spaces where it can help provide the ideal backdrop for a learning environment that feels in tune with the natural world. It can also bring a sense of renewal and flow to any space.



EXTERIOR PALETTES

LUSH COLOURS

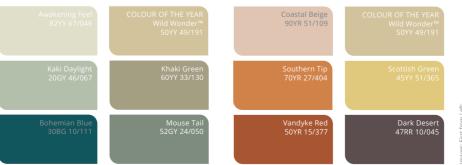


Inspired by the plant-filled habitats of gardens, forests and woodlands, this soothing palette can bring a hint of the countryside to an urban setting. It can soften the linear feel of a building and combine perfectly with greenery.

BUZZ COLOURS



Inspired by nature's bustling biodiversity, this upbeat palette of warm tones brings a sense of joy and harmony. Combining Wild WonderTM with splashes of bright colour, it can add impact and personality to a building.



Images: First from Left: Shutterstock, all others: Unsplash

RAW COLOURS HARVEST SHADES



Inspired by nature's raw materials, this palette reflects the richness of the resources and natural designs around us. Bringing an echo of the natural world, it can help make a building feel grounded and inspiring.

FLOW COLOURS



Inspired by the regular rhythms of nature - the seasons, the tides, the natural lifecycles of plants and animals, this palette of seashore tones can bring a feeling of fluidity and balance to a building.



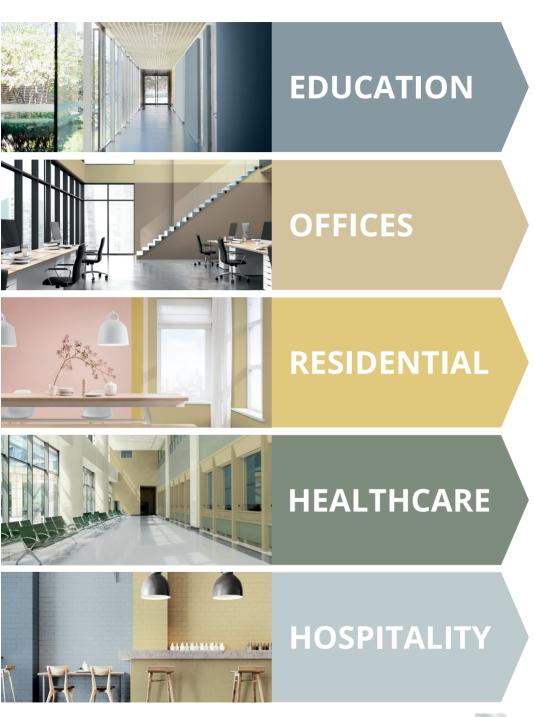


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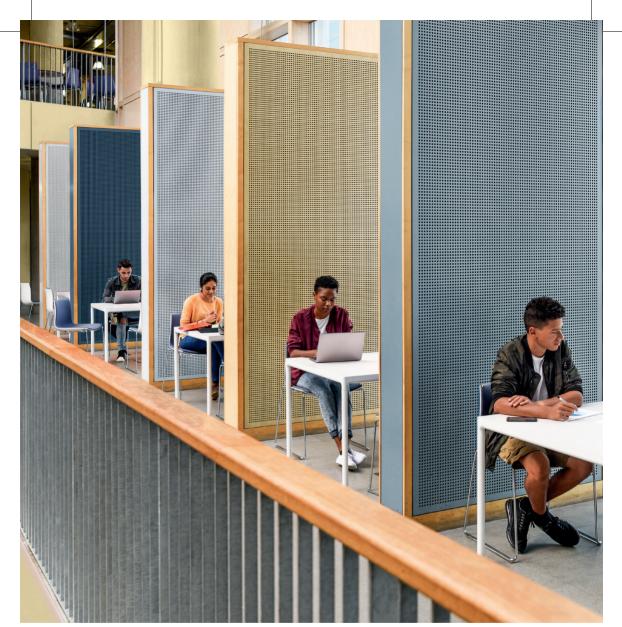
Dulux TRADE

WILD WONDERTM AND ITS PALETTES: HELPING YOU CAPTURE THE MAGIC OF NATURE

Dulux Professional Colour of the Year and its palettes bring you ready-made colour combinations that will uplift clients and users in 2023. Inspired by the natural world, they offer a connection with nature that will help create comfortable, inviting spaces and boost value in every sector.







EDUCATIONAL SPACES

As well as creating a calm and steady environment that is perfect for learning, these colours can also help students feel in touch with nature – something that has been shown to improve wellbeing and encourage sustainable thinking.

Whale Wall 21BB 12/077

Faded Denim 10BB 55/065 Denim Drift 87BG 27/077 COLOUR OF THE YEAR Wild Wonder™ 50YY 49/191





FLOW COLOURS BALANCED SPACES

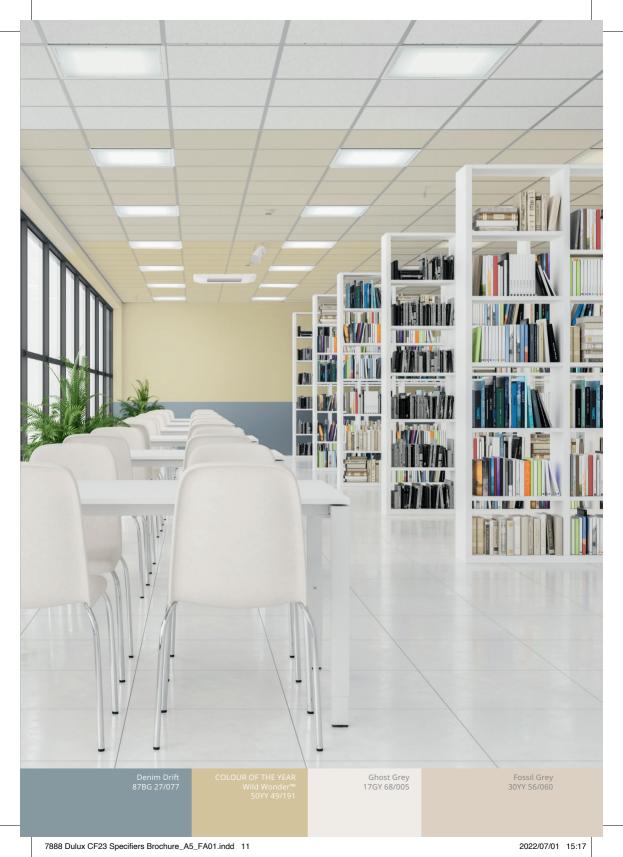
Colours: These fluid, natural tones bring a calming reminder of the ebb and flow of waves on a seashore.

Relevance: Connecting children with nature has many psychological, intellectual and social benefits¹, and building an emotional connection with the wider world can lead to the development of sustainable attitudes².

Result: Bringing an echo of the seashore to educational spaces, these tones help students feel connected with the world around them and create a balanced feel in all kinds of learning settings.



Images: Bottom right: Unsplash. Left and Top right: Getty. 1. Nozaffer, Farhang & Mirmands. Sysdehs Nonsyeh. K071, Effective Use of Nature in Educational Spaces Design. 2. Brassitation, technology and management in construction - an international journal. 4. 381. 10.5552/2mm(2012.13. 2. Education for sustainability: Connecting learners with nature. David Cudworth, De Monfort University, 2021







Images: Left: Getty, right: Unsplash



OFFICE SPACES

As a result of hybrid working, employees are demanding a new kind of work environment that won't compromise wellbeing. They need inspiring, sustainable and supportive spaces that feel connected with the outside world.

> Khaki Green 60YY 33/130

COLOUR OF THE YEAR Wild Wonder™ 50YY 49/191





LUSH COLOURS SUPPORTIVE SPACES

Colours: Taken from the tones of trees and plants, these natural greens, greys and lilacs bring freshness and familiarity.

Relevance: Today, people are more conscious about looking after their mental health¹. Building a connection with nature can help alleviate mental health issues, and increase wellbeing².

Result: This soothing palette works both practically and emotionally in an office setting. It can act as a counterpoint to a sterile, tech-heavy environment and, by creating a connection with nature, it can help employees feel less stressed and boost wellbeing.



image: Right: Shutterstock, Left: Unsplash. 1. CWI, 2021. 34.6% somewhat agree and 28.1% strongly agree with the statement "; more conscious about looking after my: mential health now than before the pandemic. 2. Pouso. 5. Borly, A., Penimg, L., Góme: Baggethun, E., Wine, M. and Uyarra, M., 2021. Contact with blue green spaces during the COVID-19 pandemic Lookdown beneficial for mental health. Science of The Total Environment, 756, p.13384.



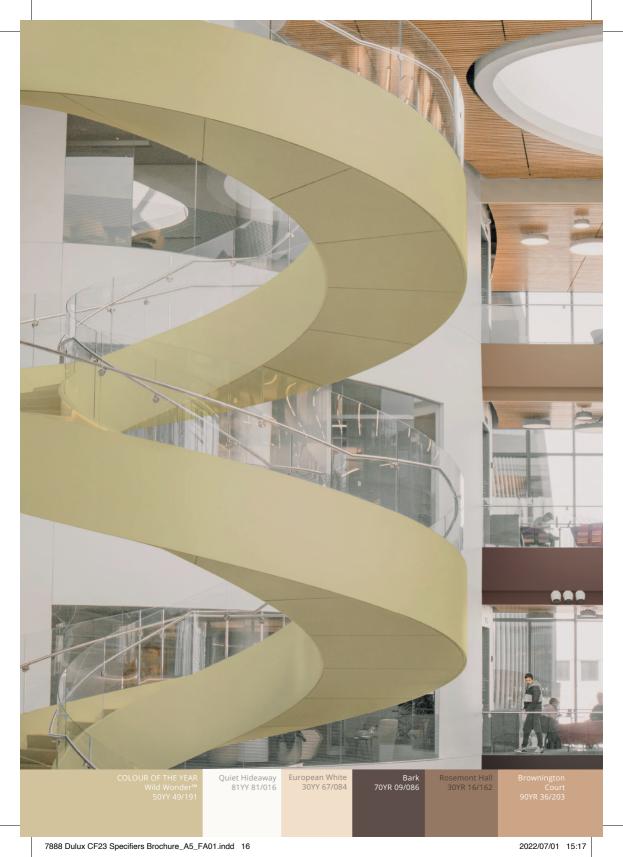


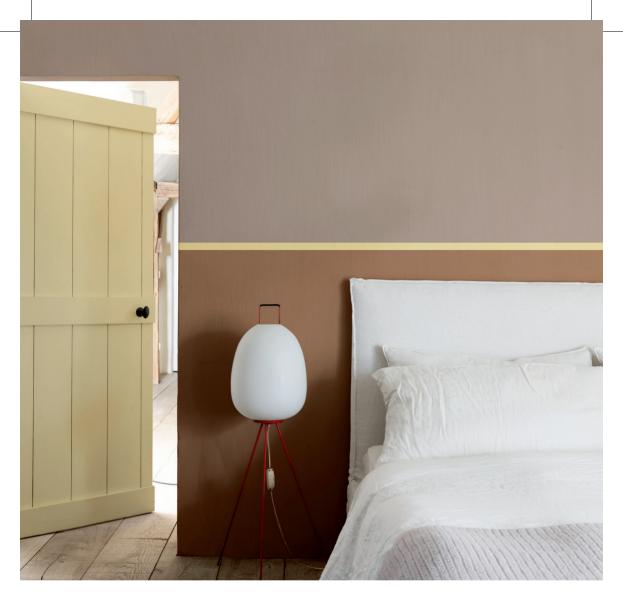
RAW COLOURS ENRICHING SPACES

Colours: Echoing the shades of nature's raw materials – straw, wheat, wood, this palette brings the rich hues of the earth's resources centre stage.

Relevance: Designers are becoming increasingly aware of the potential of biophilic design to improve office spaces¹; and of the benefits of mimicking nature's designs (biomimicry) in human innovation².

Result: Putting nature at the heart of the office, this palette is perfect for creating a new kind of workspace. Building a warm, enriching backdrop, these tones can help create a springboard for creativity and innovation.





RESIDENTIAL SPACES

Recent events have made us reassess what we want from our homes. As well as making sure they are functional and adaptable spaces, we also need them to feel positive, grounded and connected with the natural world.

OLOUR OF THE YEAR Wild Wonder™ 50YY 49/191 Century Brown 80YR 19/177

Brave Ground 10YY 30/106





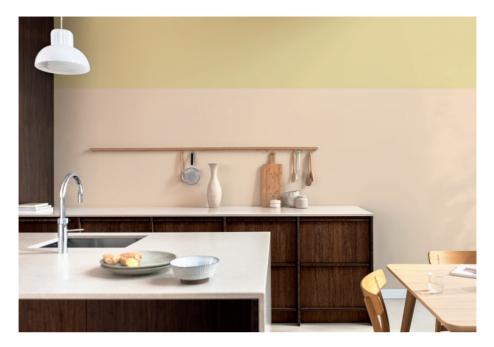
RAW COLOURS ENRICHING SPACES

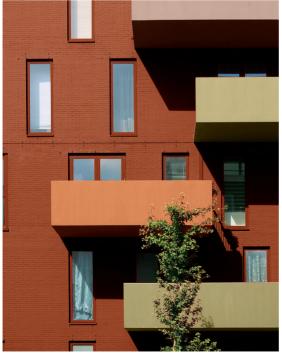
Colours: The earth has been providing building materials since man first created home. This palette of rich raw-material colours can help us feel part of the natural world.

Relevance: Biophilic design can help us achieve a connection with nature¹ and also inspire us to innovate: 'Natural settings can intimately impact our ability to think, heal and create².'

Result: This palette of rich, organic shades connects us with nature's original building blocks. This is a galvanizing and enriching palette that can create a bolstering, inspiring space.







BUZZ COLOURS HARMONIOUS SPACES

Colours: Upbeat shades of pinks, ochres and oranges, this palette can bring a sense of vitality and connection.

Relevance: Feelings of loneliness have grown across the globe¹ and people are increasingly seeking ways to foster feelings of togetherness and a sense of belonging within with the wider world².

Result: These bright, upbeat tones are ideal for creating an interior that looks good and that feels comfortable; an inviting space where people will want to socialise. Buzz colours can also add warmth and personality to any building exterior. images: Left: Unsplash. 1. Globally, two in five people (41%) report becoming lonelier over the last 6 months, while one in five (19%) have become less formly. Plass, March 2021. 2. Z.Nourd 90 Opengies reveyed by Naral Frightan (1 Ma 2020 agreed that natural spaces are good for mental health and wellbeing Office for National Statistics, April 2221.





HEALTHCARE SPACES

In buildings where the focus is on health and wellbeing, people need a soothing setting that feels in tune with nature. They need calm, restorative spaces that allow them to relax and recover.

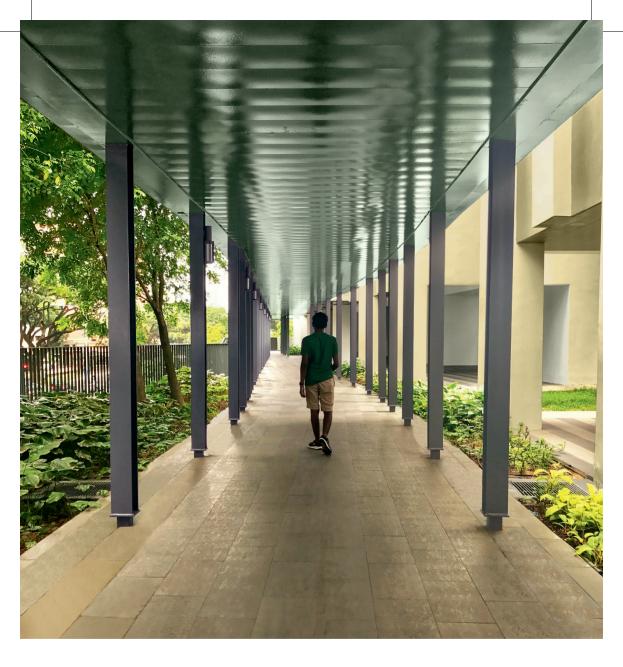
Awakening Feel 82YY 67/046

Gravel Pit 50GG 40/064 COLOUR OF THE YE Wild Wonde 50YY 49/1 Mouse Tail 52GY 24/050





Images: Shutterstock



Subtle and soothing, Lush colours, used with Wild Wonder[™], can help make sterile and impersonal healthcare spaces feel more approachable, helping reduce stress for patients and staff.

Mouse Tail 52GY 24/050

Generous Grey 38RR 15/026

Awakening Fee 82YY 67/04 COLOUR OF THE YEAR Wild Wonder™ 50YY 49/191





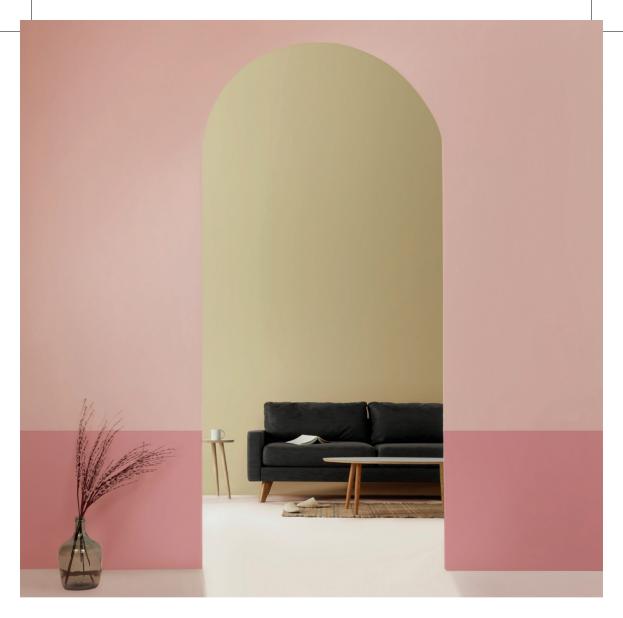
LUSH COLOURS SUPPORTIVE SPACES

Colours: Inspired by the tones of plants and trees, this soothing natural palette gives a comforting, familiar feel.

Relevance: Studies have shown that patients exposed to nature scenes had less anxiety, fewer pain medication requests and a quicker post-operative recovery. Even three to five minutes of time in nature or viewing nature-themed elements can ease unpleasant emotions¹.

Result: Subtle and soothing, this restorative palette echoes the colours of nature, helping patients, visitors and staff feel anchored and comfortable, reducing stress.





HOSPITALITY SPACES

Hospitality businesses are looking for engaging ways to welcome people in. They need to create warm, inviting spaces where people want to come together, feel positive and relax.

> OLOUR OF THE YEAR Wild Wonder™ 50YY 49/191

Vood Carving 30YR 49/097 St.Charles Street 90RR 28/245



BUZZ COLOURS HARMONIOUS SPACES

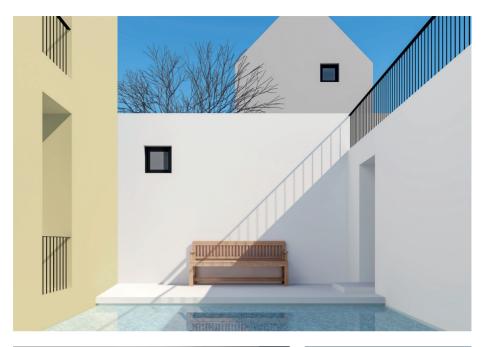
Colours: Upbeat shades of pink, ochre, orange... this palette can add warmth and impact in hospitality spaces.

Relevance: People have started to realise how important it is to work together instead of competing with one another¹, and hospitality spaces can offer the perfect setting for connection and collaboration.

Result: This joyful palette can add warmth and visual interest in both the private and public areas of a hospitality space, creating areas where people will want to come together and connect.







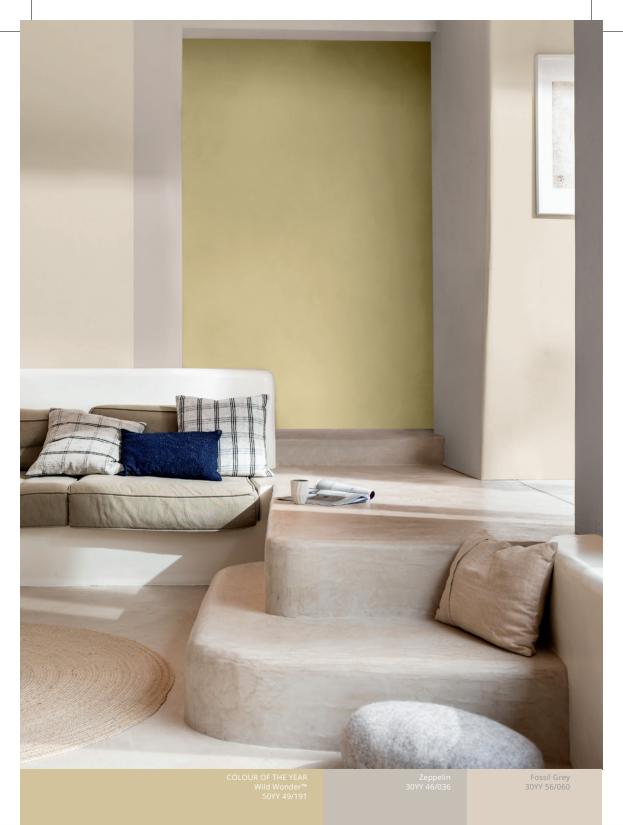


FLOW COLOURS BALANCED SPACES

Colours: Made up of seashore tones, this palette of blues and neutrals taps into the rhythms of nature – the tides, the waves, the seasons – for a comfortable, fluid feel.

Relevance: Hospitality businesses are looking to attract customers in innovative, engaging and sustainable ways. Creating a connection with nature can help enhance relaxation and enjoyment.¹

Result: Reflecting the rhythms of nature, these calm, natural colours create a feeling of equilibrium that can help people switch off and relax.



NEW DULUX TRADE PACKAGING

Dulux by AkzoNobel strives to lead our industry by pioneering a world of possibilities to empower people and reduce our impact on the planet, while consistently innovating to deliver the most sustainable solutions for our customers. That's why we call our approach to sustainable business - People. Planet. Paint.

- **People** We act with integrity and respect human rights across our operations and value chain, embracing diversity and inclusion, to transform the communities in which we operate.
- Planet We minimise our environmental footprint, reducing carbon emissions and moving towards zero waste by pioneering increasingly sustainable solutions and processes.
- Paint We constantly innovate to bring surfaces to life by offering our customers the most sustainable solutions that go beyond generations.

We have two "Planet" ambitions: to reduce carbon emissions by 50% and move towards zero waste as a company. To achieve our global ambition of a 50% reduction in carbon emissions by 2030, we're focusing on cutting our energy consumption by 30% and using renewable electricity. With this ambition, Dulux Trade presents a new sustainable pack that is made of 75% recyclable materials and uses less materials. By using reduced and recycled materials, we create a positive impact on our society with a lower CO2 footprint. The new Dulux Trade pack clearly contributes to a circular economy. A pack you can feel more responsible in using as it is an investment in the future of a more sustainable planet.

Together we can save the world's resources by using products and packaging made from recycled and biobased materials, that allow you to achieve outstanding results.

- Made up of 75% recyclable materials
- Completely Recyclable
- Uses less materials than standard packaging
- Planet Friendly Packaging

AkzoNobel

NEW DULUX TRADE PACK DESIGNED TO BE PLANET FRIENDLY

Dulux Trade presents a new sustainable pack made of recycled material, this pack is gentler for the environment as it reduces the CO2 footprint and contributes positively to a circular economy.



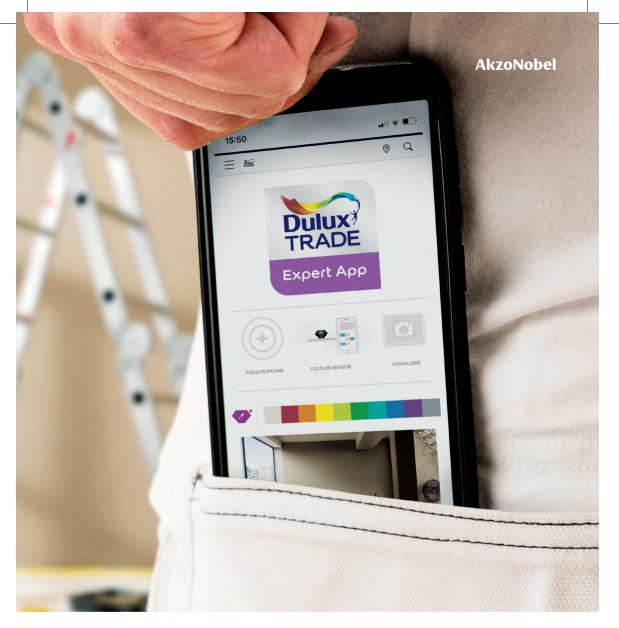




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OTHER PACKAGING

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PRODUCT INFORMATION

Dulux Trade Ecosure Plaster Primer

A premium low VOC water-based plaster primer with excellent adhesion & sealing properties

PRODUCT USE			PACK SIZE	APPLICATION
Suitable for interior & exterior use on masonry surfaces, Ecosure Plaster Primer has good alkali resistance, seals porous plaster and provides a sound surface for top coating.			5L / 2OL	Brush / Roller / Spray
CLEANING	TOUCH DRY	RECOATING TIME	COVERAGE	COLOUR RANGE
Clean immediately with water.	1 hour	4 hours	8-10m² per litre	White

Dulux Trade Ecosure Silk

Dulux Trade Ecosure Silk is a premium quality paint product that has mid-sheen finish with low VOC levels that have a reduced environmental impact.



PRODUCT USE			PACK SIZE	APPLICATION
Formulated for interior walls and ceilings, Ecosure Silk provides excellent coverage and application, whilst maintaining the highest possible standards of quality and performance.			5L / 2OL	Brush / Roller / Spray
CLEANING	TOUCH DRY	RECOATING TIME	COVERAGE	COLOUR RANGE
Clean immediately with water.	30 minutes (Drying times will be extended during cold, wet or humid conditions)	4 hours	8-10m² per litre	White & a variety of colours from the Dulux Colour System





Dulux Trade Sterishield Diamond Eggshell

Dulux Trade Sterishied Diamond Eggshell contains an active silver bactericide (anti-bacterial) that inhibits bacteria and helps promote a more hygienic environment. Suitable for interior walls and ceilings, Sterishield Diamond Eggshell is low VOC content, has outstanding durability, scrubbability and stain resistance properties.



PRODUCT USE			PACK SIZE	APPLICATION
Suitable for use on normal interior wall and ceiling surfaces		5L	Brush / Roller / Airless Spray	
CLEANING	TOUCH DRY	RECOATING TIME	COVERAGE	COLOUR RANGE
Clean immediately with water.		2-4 hours	14m² - 16m² per litre	White & a variety of colours from the Dulux Colour System

Dulux Trade Sterishield Diamond Matt

Dulux Trade Sterishield Diamond Matt contains an active silver bactericide (anti-bacterial) that inhibits bacteria and helps promote a more hygienic environment. Suitable for interior walls and ceilings, Sterishield Diamond Matt is low VOC content, has outstanding durability, scrubbability and stain resistance properties.



PRODUCT USE			PACK SIZE	APPLICATION
Suitable for use on normal interior wall and ceiling surfaces			5L	Brush / Roller / Airless Spray
CLEANING	TOUCH DRY	RECOATING TIME	COVERAGE	COLOUR RANGE
Clean immediately with water.		2-4 hours	14m² - 16m² per litre	White

PRODUCT INFORMATION

Dulux

RADE

FPL-2

Dulux

RADE

Dulux Trade 100 Low Sheen

Dulux Trade 100 Low Sheen is a premium quality interior and exterior paint with a Low Sheen finish that has outstanding stain resistance and contains low VOC levels.

PRODUCT USE			PACK SIZE	APPLICATION
All-purpose wall and ceiling finish for interior and exterior use on cement plaster, fibre cement, concrete, brickwork and various types of composite boarding. Also suitable for application to mild steel & iron, galvanised iron and wooden surfaces, provided those surfaces are suitably primed before the application of this material.			5L / 2OL	Brush / Roller / Air Spray
CLEANING	TOUCH DRY	RECOATING TIME	COVERAGE	COLOUR RANGE
Clean immediately with water.	30 minutes (Drying times will be extended during cold, wet or humid conditions)	4 hours	8 - 10m² per litre	White & a variety of colours from the Dulux Colour System

Dulux Trade 65 Matt

Dulux Trade 65 Matt is a good quality matt paint with low VOC levels for interior and exterior walls and ceilings.

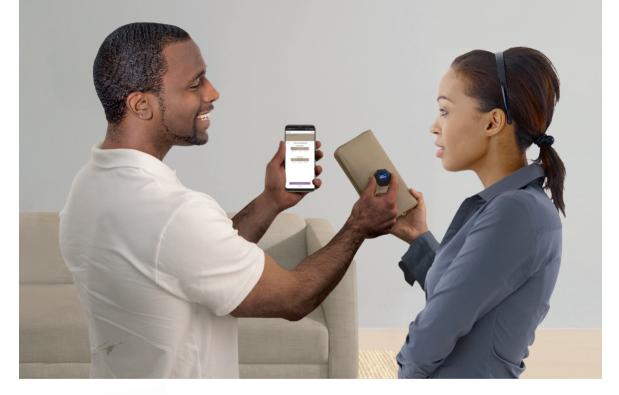






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THE PROJECT ASSISTANT IN YOUR POCKET



THE PALETTE IN YOUR POCKET.



With the **NEW 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 new **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.









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