

News Desk

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AkzoNobel

CF21 Earth Colour Palette



Introducing the Earth Palette Blue, greens and browns - colours of nature - echoing the tones of the sea, the sky and the soil, these earth shades provide a connection to the natural world around us. Bringing the outside in, they are authentic and grounding colours that work naturally together. Giving us the courage to adapt.

Reminding us of our connection to the world around us, the resilience of nature and the need to protect it. These colours can bring a calm and restorative feel to a space and, balanced

with Brave Ground™ and a mix of natural materials, can create a springboard for us to embrace a simpler way of living.

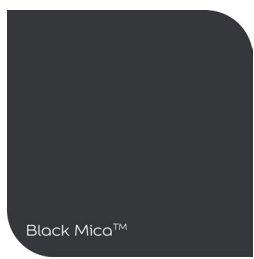
This palette is suitable for office spaces, in our increasingly digitised world we need workspaces that can help us unwind and feel calm. Calming tones help reduce stress and bring the feel of nature into increasingly tech-driven spaces, whether in commercial working environments or home offices.



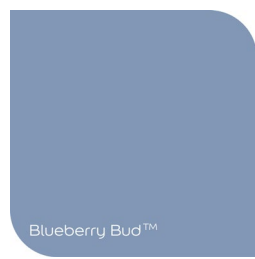




Approaching Storm™



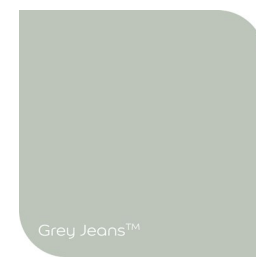
Black Mica™



Blueberry Bud™



Blueberry Mash™



Grey Jeans™



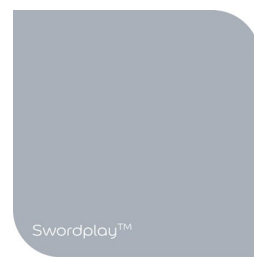
Midnight Garden™



Mild Wind™



Neptune's Depths™



Swordplay™



COLOUR OF THE YEAR
Brave Ground™

Sustainability

At AkzoNobel, sustainability is one of our core values and is integrated in everything we do. We believe that creating a sustainable future happens by taking action every day and focusing on the things we can truly influence.

Our ambition

AkzoNobel

We strive 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.
Planet.
Paint.

People

Our focus on People covers many different aspects. It's about ensuring a safe and diverse work environment, developing our talented workforce, embracing our principles and our approach to human rights. It also includes the numerous local projects we carry out through our AkzoNobel Cares societal program that bring significant benefits to people and communities around the world.

Planet

For many years, we've been working to operate in a more sustainable way, and we continue to take steps to reduce our environmental impact. We're focused in particular on reducing energy use, carbon and VOC emissions, waste generation and water intake, while increasing our use of renewable energy and materials and water reuse.

Paint

Sustainability is a key driver for our product innovation. We constantly innovate to bring surfaces to life by offering our customers the most sustainable solutions that go beyond generations. These sustainable products include; Dulux Trade Sterishield, Dulux Trade Ecosure Plaster Primer, Dulux Trade Ecosure Matt, Dulux Diamond Eggshell.



Dulux SA adds colour to Tafelsig



Walking around Tafelsig, a previously disadvantaged suburb in Mitchell's Plain, Cape Town, the challenges of the neighbourhood are clear. Walls are littered with graffiti. Public spaces including parks are run down rendering the parks and public spaces unsafe. A few members of the community had an idea to fix this.

Spearheaded by Michael Bell, a community placemaker with experience in Urban Art, the idea to upgrade the parks and add colour to public spaces was born.

"With Covid19 on the rise, the need for safe public spaces where community members can stretch their legs, read a book or children can play became a necessity. We knew that it was the right time for change and started working immediately. We knew that community engagement and buy in was of utmost importance and we set ahead to get that first," said Bell.

Dulux came on board to sponsor paint to upgrade the public space. As Bell's team transformed the public facades, the community called on Bell and Dulux to expand the project beyond the public spaces to include the street facings of an additional 120 houses. In the end, 1000 liters of Dulux made its way onto the walls of Mitchell's Plain.

"We are proud to have been given the opportunity to add colour to Tafelsig and be able to inspire a community. That is our mission with all our community projects across the country and around the world. We hope that the community's work will continue to give hope to many young people for many years to come," says Nathalie Sweeney, Dulux Marketing Director Sub Saharan Africa.



The community members have generously volunteered their time to the project not only to paint the walls but also to design the final look of the walls using bright colours from Dulux. Painting started in November 2020 and is set to be completed by the end of quarter 1 2021.

This is not the end though, Bell and his team members have generously volunteered with business to develop a green belt in the Tafelsig area for the benefit of the community.

"Part of what we do is to create job opportunities for unemployed painters in the community. Ultimately, we hope to create Street Art Galleries all over Mitchell's Plain with a kaleidoscope of colours," ends Bell.



STERISHIELD DIAMOND

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Low VOC - Sustainable Product Solution.



ACTIVE SILVER BACTERICIDE

Inhibits and reduces
bacterial growth



COVERAGE
Up to 16m²/L



RECOAT
2 - 4 HRS
At 23°C



**CLEANING
WATER**

MATT - AVAILABLE IN 5 L - WHITE

**EGGSHELL - AVAILABLE IN 5 L - WHITE & A VARIETY OF
TINTED COLOURS FROM THE DULUX COLOUR SYSTEM**

*Dulux Trade Sterishield Diamond is not a substitute for ordinary hygiene practices

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- + Anti-Bacterial.
- + Tough, Scrubbable & Stain Resistant.
- + Contains an Active Silver Bactericide.
- + Promotes a hygienic environment.
- + Low VOC - Better for the environment.
- + Available in a Matt & Eggshell finish.
- + Suitable for interior walls and ceilings.

Baz-Art & International Public Art Festival



Amazing street art displayed at the Beyond Wall Project in Cape Town. Part of the International Public Art Festival, this year's activities were themed around sustainability to showcase how public art can create conversations and dialogues, as well as express community values.

Our Dulux brand had the opportunity to sponsor some of the paint that was used during the art festival.





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