



PROFESSIONAL COLOUR GUIDE



READY TO DECORATE

CONTENTS

| | |
|---------------------|----|
| The craftsmen | 4 |
| The perfect finish | 6 |
| Expert application | 8 |
| Favourite colours | 10 |
| Colour of the year | 12 |
| Our colour range | 14 |
| Other ranges | 22 |
| Colour your space | 23 |
| Hire a professional | 30 |
| Useful information | 31 |

So you've decided to decorate! Well you're in the right place.

Our Professional Colour Guide will take you through the process, showcase our colours and explain our products, finishes and services. You'll find that getting a beautiful room transformation is not as difficult as you think.



Why choose Dulux Trade?

There are many important differences between Trade and DIY paints. Trade paints need to last longer and be more versatile, whilst meeting the high demands of all professional decorators and their customers.

Here are the main differences:

- Dulux Trade paints have great coverage, even after thinning. This means you'll get a perfect finish quicker and with less coats. They have a high spreading rate, so you'll need less paint to decorate your room, saving you time and money
- Trade paint formulations enable the decorator to achieve a long lasting, professional finish, whatever the surface condition, application method or temperature
- Higher quality ingredients and continual testing ensure that Dulux Trade paints consistently meet the highest standards of decorators and their customers
- Dulux Trade offers the widest range of products and professional technical support, to ensure that the right product is used for the job, giving better results.

THE CRAFTSMEN

“THE BEST REASON FOR USING A PROFESSIONAL DECORATOR IS THAT IT’S THE SURE WAY TO GET A GREAT RESULT.”



Painting is a craft that requires skill, patience and experience. You can ensure superior workmanship and a quality finish by hiring the right professional.

Get your decorator involved early in the process to get the most from their years of experience. Share your ideas and colour plans with them. They'll also advise you on the correct preparation and products for the job.

You can look forward to completion on time and on budget, with everything left clean and tidy, in a fraction of the time it would take to do it yourself.

If you've not already chosen a decorator why not ask friends and family about decorators they've used and would recommend. Alternatively, check out our Select Decorator service on page 30.

Choose a professional decorator and we're sure you'll be delighted with the results.



PROFESSIONAL FINISH



ATTENTION TO DETAIL

THE PERFECT FINISH

Our products are specially engineered to give a technically superior performance and to enable professionals to use their skill to get fantastic end results. Each paint type is available in almost every colour, so you can be confident of achieving the perfect finish for every room.

OUR PRODUCTS

Different surfaces, temperatures and conditions demand different paint qualities. Your decorator can advise you on which **Dulux Trade** product is most suitable.



Durable Flat Matt
Use on walls & ceilings for a fashionable and stylish matt finish. Gives a beautiful 'dead' flat finish. Perfect for hiding surface imperfections in period properties.



Vinyl Soft Sheen
For a softer sheen than vinyl silk, this emulsion is also suitable for interior walls and ceilings.



Vinyl Silk
A top quality washable emulsion with a mid-sheen finish, giving a delicate shine to interior walls and ceilings.



Quick Dry Gloss
The best of both worlds: a beautiful gloss finish but from a water-based product. Suitable for interior wood and metal finishes.



Protective Woodsheen
A semi-transparent woodstain, ideal for interior joinery and doors.



Diamond Matt
Diamond Matt offers unrivalled durability in a classic matt finish. Innovative stain repellent technology protects walls from scrubs, scuffs and stains, keeping busy spaces looking good for longer.



Vinyl Matt
High opacity emulsion in a great matt finish for everyday use. Suitable for all normal interior wall and ceiling surfaces.



Diamond Eggshell
Diamond Eggshell offers unrivalled durability with innovative stain repellent technology. Its mid sheen finish makes it especially useful in spaces with high moisture such as kitchen and bathrooms.



High Gloss
Used for wood and metal surfaces where a tough and durable high gloss finish is required.



Quick Dry Satinwood
A water based product providing a tough, mid-sheen finish for interior wood and metal.



Diamond Glaze
A water-based lacquer for maximum durability, ideal for floors, doors, trim, furniture and joinery.



Wall: Timeless™. Radiator: Mint Macaroon™
Skirting and floor: White.

SEE, SHARE, PAINT

DULUX VISUALIZER

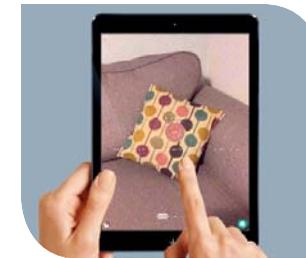
Unleash your creativity and try out colours on your wall using our app. Using unique augmented reality technology, you can see realistic Dulux Trade paint colours appear on your walls with just a tap of the screen. Experiment with bolder colours, narrow down your colour choice with confidence, then visit your local store or ask your decorator to order paint testers.

DOWNLOAD



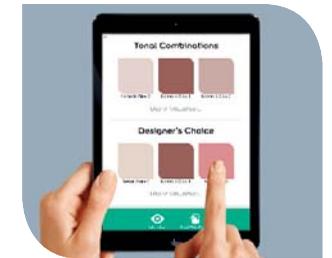
Want your bathroom walls to be the same shade of yellow as your rubber duck? The app allows you to match the shade of practically any object. It will even suggest ready-made colour schemes based on your chosen colour.

1. MATCH OR BROWSE



Match a colour to try out or choose from our colour range

2. CO-ORDINATE



View suggested colour schemes

3. VISUALISE



See how the colours look in your home

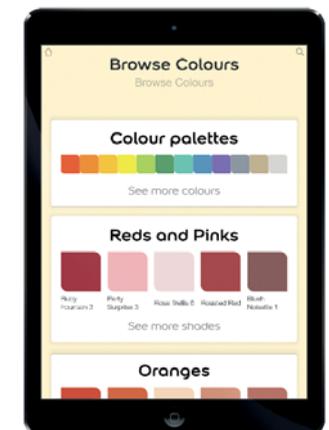
4. SHARE

Once you are happy with your virtual colour, share your vision with your family and friends directly from the app to get their seal of approval.

NEED MORE COLOURS?

The app has over 1,200 shades for you to try out.

Alternatively, why not visit your local Dulux Trade stockist where they'll scan to match and mix any colour for you. You'll also be able to browse our extended colour range and pick up colour swatch cards.



FAVOURITE COLOURS

Some colours have long-standing appeal and are suitable for almost every type of room. This makes them our biggest sellers.

Neutrals in particular offer real versatility in creating beautiful spaces, whether contemporary or classic, chic or cosy. They work beautifully alone and are the perfect backdrop for colourful furniture and accessories. Use layers of neutral shades on walls, floors and furnishing to add real depth to your living space.

We've shown some of these neutrals below – your decorator will no doubt have used some of them before.

Or if you want to add a touch more colour to your space, consider one of the off-whites or colours shown on the bottom two rows.



You'll find colour chips for all these colours in the centre foldout.



a pull out guide to
OUR COLOURS



COLOUR OF THE YEAR



Wall: Denim Drift™



Left wall stripes: Denim Drift™, White Cotton™.
Back wall: Denim Drift™.

Blue is the colour of our every day. The sky above us. The clothes we wear. And as of this year, the colour to paint on our walls. So get your brush ready to dip into Denim Drift, our Dulux Colour of the Year 2017, as identified by our international body of specialists – each handpicked from their own respected field of design

We've suggested some colours below that work beautifully with Denim Drift. You'll find these colours, and many more, in the centre foldout.

GET THE LOOK



Denim Drift™



Sapphire Salute™



Mineral Mist™



Nutmeg White™



White Cotton™

For a tonal colour scheme combine Denim Drift with Sapphire Salute or Mineral Mist.

Alternatively, combine Denim Drift with neutral colours like Nutmeg White or White Cotton.



Main wall: Denim Drift™. Stripe: Mineral Mist™. Right wall: Sapphire Salute™

OUR COLOUR RANGE

CHOOSING COLOURS

We've arranged all of our colour chips together in the centre foldout. This allows you to easily see colours in adjacent hues and makes it simpler to pick out the ones that could work together.

To help you find the exact shade you're looking for, the colours flow from the most intense at the top to the palest at the bottom.

Every colour is available in a wide range of finishes and you'll find a guide to the appearance of these finishes in the foldout as well.

COLOURS IN SITU

The same colour can look different in different rooms, in different light and even on different surfaces. So, when you're choosing a colour scheme, remember to try out potential colours where you're planning to use them.

Wall: Teal Voyage

COLOUR SAMPLERS

The colours in this guide (except the Light & Space range) are available in 250ml tester pots. With enough paint to properly compare colours, you can test your choices where it matters – on the actual surface to be painted – before the decorating starts.



LET THERE BE LIGHT

Brighten up smaller spaces or rooms with less natural light using Dulux Trade Light & Space products.

These products feature ground breaking LumiTec technology which uses highly reflective paint component to reflect substantially more light back in to the room. This makes the room appear significantly lighter, brighter and more spacious.



Wall: Lemon Spirit™ and Honey Beam™
Ceiling: Moon Shimmer™

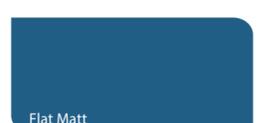
Available in a range of pale pastels, to suit any space, the colours can be found in the centre foldout identified by the X symbol.

These colours are available in three key products*: **Diamond Matt, Diamond Eggshell and Vinyl Matt**; so whether you want to lighten up a hallway, bathroom or living room there is a product to suit.

* Colours only available in 5L pack size.

CHOOSE THE PERFECT FINISH

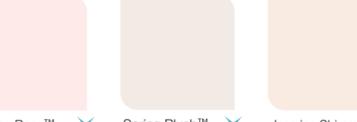
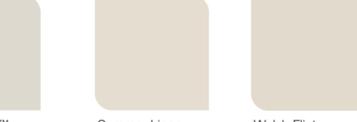
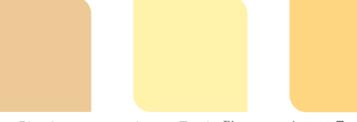
Walls and Ceilings



Wood and Metal



Although we have reproduced this colour guide as accurately as printing will allow, the printed colours may not exactly match the paint colours.



✕ Unique to Light & Space products. See page 20. # Special Process Colours

Smumptuous Plum™ #, Pepper Red #, Ruby Starlet™ #, Coral Flair™ #, Orange Fizz™ #, Auburn Leaves, Cherished Gold, Modern Mustard #, Mountain Moss, Wild Cactus, Enchanted Eden™, Fortune Green, Teal Tension™, Indigo Shade, Sapphire Salute™, Regal Purple, Eiderberry Jam, Mulberry Burst™, Cherry Chocolate™, Dark Cocoa, Saddle Brown, Urban Walk, Buttermilk, Elderflower Tea™, Moon Shimmer™ ✕, Noble Grey, Javelin™, Rich Black, Berry Smoothie™, Roasted Red™, Redcurrant Glory™, Salsa Mix #, Tangerine Twist™ #, Frosted Papaya, Honey Mustard™, Molten Yellow #, Luscious Lime™, Guild Green, Village Maze™, Proud Peacock™, Teal Touch™ #, Denim Drift™, Woad Walk, Pressed Blueberry, Purple Pout™ #, Gentle Heather, Intense Truffle™, Vintage Smoke™, Malted Caramel, Iced Frappe, Ivory, Crazy Cream™, Morning Light™ ✕, Natural Slate, Deep Fossil™, Urban Obsession™, Sweet Fondant, Raspberry Bellini™ #, Raspberry Diva™, Copper Blush™, Moroccan Flame™ #, Poached Peach, County Cream™, Lemon Punch™ #, Kiwi Crush™ #, Overtly Olive™, Dewy Lawn™, Teal Voyage, Tranquil Depths™, Stonewashed Blue™, Striking Cyan #, Spring Crocus™, Passion Flower™, Hidden Heather, Soft Truffle™, Potters Wheel, Cookie Dough™, Beach Walk, Natural Wicker™, Almond White, Timeless™, Earl Blue, Goosewing™, Warm Pewter™, Sweet Pink™, Flamingo Flock, Cherry Plum™, Sunset Kiss, Sunbaked Terracotta™, Butter Biscuit, Lemon Tropics™, Lemon Zest #, Pistachio Crunch, Fossil Trace™, Putting Green™, Garden Grey, Marine Splash™, Nordic Sky, Delft China, Blue Incense, Frosted Grape™, Dusted Fondant™, Muddy Puddle™, Perfectly Taupe™, Caramel Latte™, Dune Grass, Magnolia, Vanilla White, Frosted Dawn™ ✕, Dove, Silver Quill, Chic Shadow™, Pretty Pink, Strawberry Mousse, Porcelain Blush, Soft Peach™, Apricot Crush™, Cocoa Butter, Wild Primrose™, Lemon Pie™ #, Fresh Stem™, Crushed Aloe™, Willow Tree™, Mint Macaroon™, Lagoon Falls™ ✕, First Dawn™, Blue Babe™, Lavender Quartz, Lilac Rose, Mellow Mocha™, Soft Stone™, Pressed Putty, Sandstone™, Pressed Clay, Gardenia™, Ivory Lace™, Jasmine White™, Misty Mirror™, Brushed Buckle, Polished Pebble™, Pale Peony, Blush Pink, Blossom White™, Soft Coral™ ✕, Apricot White, Honeysuckle, Daffodil White, Vanilla Sundae™, Soft Apple™, Jurassic Stone™, Wellbeing™, Peppermint Candy™, Ocean Ripple™ ✕, Mineral Mist™, Blissful Blue™, Mauve Cloud, Gentle Lavender, Almost Oyster™, Gentle Fawn, Muted Blush, Natural Hessian™, Egyptian Cotton™, Barley White, Coastal Glow™ ✕, White Cotton™, Frosted Steel™, Grey Wisp, Swansdown™, Spring Rose™ ✕, Spring Blush™ ✕, Jasmine Shimmer™ ✕, Delicate Veil, Honey Beam™ ✕, Desert Wind™ ✕, Lunar Falls™ ✕, Primrose White™, Lemon Spirit™ ✕, Apple White, Nordic Spa™ ✕, Atmosphere™, Jade White, Blue Opal, Blueberry White™, Cotton Breeze™ ✕, Violet White, Nutmeg White™, Malt Chocolate™, Just Walnut™, Summer Linen, Welsh Flint, Natural Calico™, Fine Cream, Absolute White ✕, Cornflower White, White Mist™, Rock Salt™



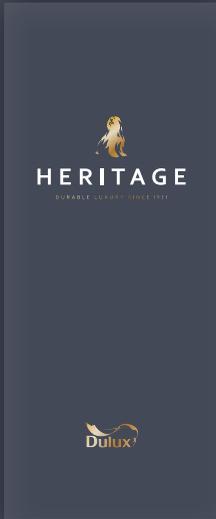
HERITAGE

DURABLE LUXURY SINCE 1931

Since 1931 Dulux has had a strong heritage in both quality and colour. The Heritage brand and Dulux dog are symbols of our history and professionalism, of our craft and dedication in delivering the most innovative colours for today's home.

The 112 beautiful shades have been expertly curated by Dulux colourists and are displayed to ease colour selection. To help find the perfect shade, each colour area is arranged into pale, mid, and deep tones to choose from.

The luxury Heritage colours are available in a wide range of Dulux Trade finishes.



EXTERIOR COLOUR RANGES

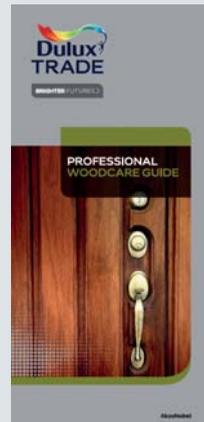
WEATHERSHIELD

The specialist range that can help exterior masonry and timber withstand the elements and stay looking good for up to 15 years.



WOODCARE

Outstanding finishes that provide the right long term protection for wood, inside and out.



Ask your decorator or visit a trade stockist to get a copy of these guides

COLOUR YOUR SPACE

Inspiring schemes to spark new ideas



Door: Natural Slate, Left hand wall: Fossil Trace™, Back wall: Fine Cream

A PLACE TO RELAX



Sitting rooms are a space where you can relax and feel at home. Somewhere cosy and comfortable where people can come together and 'put their feet up'.

Here we've paired Garden Grey with a muted shade of green, Crushed Aloe, to give the space a soft and relaxed feel and a timeless elegance. We've made a feature of the cupboard by painting it Nutmeg White. Its pink undertone complements the hues used on the wall and in the soft fabrics. For an alternative colour, with a little more contrast, we suggest Pale Peony.

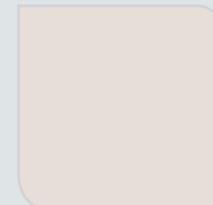
GET THE LOOK



Garden Grey



Crushed Aloe™



Nutmeg White™



Pale Peony

BEHIND THE SCENES

Dulux Trade Diamond Matt

Diamond Matt offers unrivalled durability in a classic matt finish. Innovative technology protects walls from scrubs, scuffs and stains, keeping busy spaces like halls and stairwells looking good for longer.



IN GOOD COMPANY



With family and friends every day of the week, the kitchen has to be for everyone. It's a space full of fun and laughter, to work, relax and enjoy the company of others.

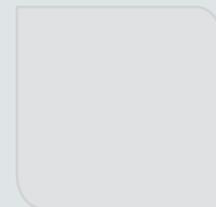
Here the colour palette is bright, cheerful pastels, contemporary with bold contrasts that inspire energy and life.

With plenty of comfortable seating to meet and chat, it's the perfect look for the most sociable room in the home.

GET THE LOOK



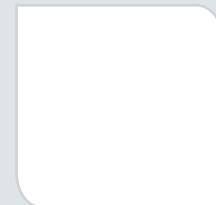
Tranquil Depths™



Grey Wisp



Cherry Plum™



White

BEHIND THE SCENES

Dulux Trade Diamond Eggshell

Diamond Eggshell offers unrivalled durability with innovative stain repellent technology. Its mid sheen finish makes it especially useful in spaces with high moisture such as kitchens and bathrooms.



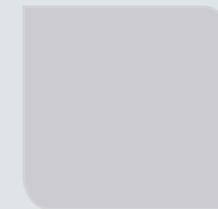
A STYLISH SANCTUARY



Your living room should be a relaxing place where you can unwind and leave the world outside. A calm and peaceful space where you can be yourself.

Here we've created a welcoming space with a calming, neutral, colour scheme. The room feels comfortable and stylish, with personal touches, co-ordinated soft furnishings and accessories.

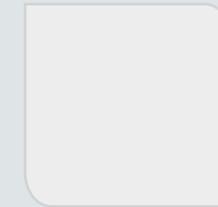
GET THE LOOK



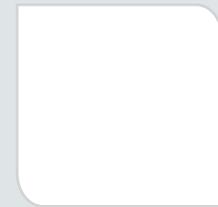
Dove (Walls)



Just Walnut™ (Woodwork)



Rock Salt™ (Ceiling)



White (Floor)

BEHIND THE SCENES

Dulux Trade Vinyl Matt



A high opacity emulsion in a great matt finish for everyday use. Suitable for all normal interior wall and ceiling surfaces.

HIRE A DULUX DECORATOR

SELECT THE BEST

When decorating you'll get the best results by hiring a professional decorator to do the work. The combination of their advanced skills and the time in which they can complete jobs compared to even the most adept amateurs can make it money well spent.



For complete peace of mind choose a **Dulux Select Decorator**. Each one has been assessed and approved by **Dulux**, and their work is guaranteed for 2 years. Find your nearest decorator online at duluxselectdecorators.co.uk



USEFUL INFORMATION

Water-based paints

Where possible, water-based paints should be selected in preference to solvent-based paints – particularly for any large interior surface area such as walls, ceilings and floors.

Lead in paint

All Dulux decorative paints are free from any added lead. However, the wood and metal surfaces of the building, especially if it is pre-1960, may have been decorated in the past with a paint made with lead pigments. Preparation and removal of such paint can be hazardous. A free leaflet explaining how the surface should be prepared safely is available from the Dulux Trade Technical Advice Centre on 0333 222 7070.

Special Process Colours

Some colours, termed 'Special Process Colours', may require additional coats or a specific undercoat and are marked with #. For details of the process contact the Trade Technical Advice Centre on 0333 222 7070 or your Dulux Trade tinted paint stockist.

Tinting Best Practice

For best colour consistency, sufficient tinted paint, including touch-in, should be purchased at the beginning of each job from the same source.

Diamond Matt

Cleaning recommendations for painted surface. Common stains can be removed by cleaning promptly with a soft cloth and clean soapy water. Allow to dry. Vigorous scrubbing and the use of abrasive cleaners or scourers may impair the matt finish. Only apply enough pressure to remove marks. Oil based stains and marks from some pens / felt tips / permanent markers may not be completely removed. Full durability develops 7 days after initial application. For information about removing specific stains, please phone the Dulux Trade Technical Advice Centre on 0333 222 7070.

British Standard Colours

All BS4800 colours are available in Dulux Trade products, see website for more details.

We have reproduced this colour card as accurately as printing will allow. Please ensure that you use a colour tester or sampler on the actual surface to be painted before decorating, as the substrate (and texture) of the surface can change the appearance of the final colour, as can soft furnishings, the shape, size and lighting of the room. Please note, colour testers indicate the colour of the product only and are not representative of the quality or sheen of the final product purchased.

This colour card is and remains the property of Imperial Chemical Industries Ltd. ("ICI") (part of the AkzoNobel Group) and is loaned on condition that it is used solely to specify products manufactured and/or supplied by ICI the AkzoNobel Group or its affiliates and on condition that it shall be returned to AkzoNobel on demand.

AkzoNobel, Dulux Trade, the flourish logo, Weathershield, Sterishield, Light & Space, the Dulux Select Decorator logo, the Amazing Space logo and all distinctive colour name including those marked TM are trademarks of the AkzoNobel group © AkzoNobel 2017.



INFORMATION AND ADVICE

Whenever you need information or advice on our products, talk to the people at **Dulux Trade** – we'll be more than happy to help.

Telephone our Trade Technical Advice Centre or visit our website for literature, help with product specifications and our colour matching services.*

You can also request information, technical advice and help with product specification by calling **0333 222 7070**

To receive more information on **Dulux Trade** products register online at **www.duluxtrade.co.uk**

Or write to the **AkzoNobel** Technical Advice Centre, Wexham Road, Slough, SL2 5DS



Your local **Dulux Trade** Stockist

DB_01973_061216

T17001

* Please supply telephone, address or e-mail details for us to contact you, and allow up to 5 working days.



Our commitment to doing more with less

