



IMPROVING WELL-BEING  
WITH COLOUR & COATINGS

A photograph of a hospital room. It features a medical bed, a desk with a computer monitor, and a window with white blinds. The walls are a neutral color, and the room is well-lit.A photograph of a modern meeting room. The room has glass walls and a curved design. Inside, there is a table and several chairs. A large, abstract artwork is visible on the wall inside the room.





## OUR MISSION

Our mission is to add colour to people's lives. We do this by creating harmony between spaces and the people living or working within them. We believe in optimised building design that enables people to thrive in all lifestyles, at any life-stage.

We work on the basis that there is an additional, underutilised dimension to great building design – this element considers more than just building function and aesthetics. As well as safeguarding national treasures and icons such as the Shard and Alexandra Palace, you can expect us to consider the desired occupant outcomes around that building. Whether working on a university campus redevelopment, a theatre refurbishment, or a new hospital construction project – we will help you deliver colour and product specification that centres on the user's experience.

We are taking up the challenge of 21st century living, finding ways to help building owners to deal with common global trends affecting human health and performance. Of course, sustainability remains high on the national agenda, but so is the focus on individual prosperity; well-being, stress, health, the ageing population, identity and our relationship with tech are all important topics that the built environment is being tasked to address. As a result, we believe that it's our role to inspire high quality building design, developing solutions that are hinged on improving occupant outcomes.

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## A FEW WORDS FROM OUR MD

Here at AkzoNobel Decorative Paints UK & Ireland we want to play a positive role in creating a brighter, more sustainable future for our planet and our communities. We are committed to finding new possibilities for working in partnership with others to deliver innovative, high quality, sustainable solutions to our customers - enabling us all to continue to thrive and feel productive, despite the ever growing demands on our daily life requires a fresh look at interior spaces and building design.

AkzoNobel are working alongside like-minded partners on initiatives that help designers, property managers and building owners to fulfil their building's potential to maximise look, feel, function and sustainability. We believe that considered, well executed colour and design promotes enhanced well-being and productivity and we offer this as standard.



**ALISTAIR MCAULEY**

Managing Director AkzoNobel  
Decorative Paints UK & Ireland

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# COMPLIANCE

EQUALITIES ACT

WELL STANDARD,  
BREEAM, LEED

COMPLIANCE  
SUPPORT



COMMERCIAL  
COLOUR  
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# EQUALITIES ACT

## ISSUE

The Equalities Act came into force on 1 October 2010, streamlining previous anti-discrimination legislation. The Act makes it unlawful to discriminate against disabled persons in connection with employment or access to public spaces. This includes the provision of goods, facilities and services or management of premises. Guidelines relating to inclusive design in buildings are contained within Part M2 of the Building Regulations and BS8300:2015.

## SOLUTION

Part M2 3.12 states “In order to help people with visual impairment to appreciate the size of a space they have entered, or to find their way around, there should be a visual contrast between the wall and the ceiling, and between the wall and the floor. Such attention to surface finishes should be coupled with good natural and artificial lighting design.” Dulux Trade encourage designing with colour and contrast on critical surfaces (doors, floor and walls) as a way of supporting inclusive design within public spaces. Following the guidance to allow a minimum difference of 30 points of Light Reflectance Value (LRV), between these critical surfaces.



### TIP 1

Walls, floors and doors need to be clearly distinguishable to give visually impaired people greater confidence when navigating unfamiliar spaces.



### TIP 2

The whole door and architrave should contrast with the wall surfaces. Exceptions to this are where you actively want to discourage patients or visitor entry into storage, sluice facilities or staff rooms.



### TIP 3

Making the skirting the same or a similar colour as the wall, and contrasting with the floor gives visually impaired people an accurate indication of the size of the floor, so they can avoid bumping into walls.



## TAKE ACTION

- Our online design guide can be helpful when choosing colours - <https://www.duluxtradepaintexpert.co.uk/en/advice/knowledge/creating-colour-contrast-line-equality-act-guidelines>
- Call us on **0333 222 7171** or e-mail **TAC\_supportedservices@akzonobel.com** for further assistance

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# WELL STANDARD, BREEAM, LEED

## ISSUE

To ensure buildings are developed and maintained considering the preservation of the environment and promotion of better health and well-being for the occupants, the building industry is increasingly looking towards manufacturers and specifiers to build more ethically, as well as economically. BREEAM and LEED are assessment methods that promote sustainable building design, whereas the Well Standard is an assessment method focused on designing for the well-being of building users. All three schemes promote the use of low emissions materials with the objective of improving indoor air quality in buildings.

## SOLUTION

In order to achieve compliance and secure credits in these schemes the use of low or minimal VOC products is required. That usually needs to be proved so using products for which emissions test data is available is important, especially as this data is not currently supplied by many manufacturers. Also, in the spirit of the Well Standard, intelligent use of colour that contributes to ambient light levels whilst avoiding an uninspiring sterile white-painted environment should also be considered at design stage.

### TIP 1

To minimise VOCs specify low VOC water-based paints for trim such as Dulux Trade Quick Dry Gloss and Diamond Satinwood.



### TIP 2

Specify colours with higher light reflectance values to contribute to ambient light levels. Avoid over-use of white which can create conditions that are too mono-chromatic and sterile.



### TIP 3

Specify paints for walls and ceilings that have recycled content, offer lower emissions and comply with the maximum levels specified. See our sustainability summary on page 35.



## TAKE ACTION

- Download our WELL, BREEAM and LEED Compliance statements from the Dulux Trade Paint Expert website for more detailed information: [duluxtradepaintexpert.co.uk/en/products/productinfo/sustainability-policies](http://duluxtradepaintexpert.co.uk/en/products/productinfo/sustainability-policies)
- Call us on **0333 222 7171** or e-mail [TAC\\_supportedservices@akzonobel.com](mailto:TAC_supportedservices@akzonobel.com) for further assistance

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# COMPLIANCE SUPPORT

## ISSUE

Keeping up with the vast array of building specification requirements and guidance can be challenging for non-design professionals. Additionally, designing public spaces that meet the needs of multiple users can be a daunting task. Consequently, public or commercial spaces are all too often dull colour compromises at best, with uninspiring colour schemes that don't enhance building features or support the building users specific needs. However, there has been a significant shift in awareness of the relationship between good building design and improved health and well-being.

Achieving more with less is now an everyday expectation. Colour meets that need square on, as when expertly placed, great schemes can contribute to better way-finding in hospitals, support those with visual impairments in care homes, or provide calming and restorative spaces for learners in schools, without moving a single wall.

## SOLUTION

Dulux Trade offer a colour consultant service, a range of colour scheming tools and access to free colour samples to enable building owners to achieve outstanding results. Working alongside building owners, architects, specifiers and even the end user, our Commercial Colour Consultants deliver colour schemes that optimise a design budget by providing a beautiful place to live or work, whilst promoting better outcomes for the people using the space.

With national coverage, we offer colour consultant site visits for large projects. Alternatively, try our Colour Schemer app to create your own professionally displayed colour mood boards. With templates reflecting a range of sectors across education, healthcare, retail and more, you'll be guided to complete your own colour schemes with confidence.



## TAKE ACTION

- Contact your Dulux Trade representative for more information about the colour support provided by Dulux Trade Commercial Colour Services.
- Call us on **0333 222 7171** or e-mail **TAC\_supportedservices@akzonobel.com** for further assistance



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# OCCUPANT CENTRED COLOUR & DESIGN

DESIGNING FOR  
HEALTHCARE

DESIGNING FOR  
DEMENTIA &  
AGED CARE

DESIGNING FOR  
OFFICES

DESIGNING FOR  
EDUCATION

DESIGNING  
FOR SPECIAL  
EDUCATIONAL NEEDS  
& DISABILITIES

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# AVOIDING COMMON DESIGN ERRORS

## 1. Healthcare



## 3. Residential Care



## 2. Education



## 4. Offices



1. Lack of colour contrast between the critical surfaces; walls, floor and doors can make it more difficult for those with visual impairments to navigate unfamiliar spaces
2. A clinical, white classroom environment can cause glare, impacting negatively on concentration, where colour on the teaching wall can aid focus.
3. Colour on handrails, carpets and pillars should contrast with the wall colour so that they are visible to all users.
4. Creating a distinct contrast between walls and floor supports navigation for those with visual impairments, and this clearly defined walkway adds a smart finish to the fresh and upbeat office design, where zones are created through wall and furniture colour.

## TAKE ACTION

- Our expert Dulux Trade Commercial Colour Services team are on hand to help you create long lasting and beautiful spaces that create better living, learning or working experiences for the occupants.
- Get in touch on social media
- Call us on **0333 222 7171** or e-mail **TAC\_supportedservices@akzonobel.com** for further assistance

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# DESIGNING FOR HEALTHCARE

## ISSUE

Procure 22 represents the third iteration of the Department for Health Construction Framework, providing Design and Construction Services for use by the NHS and Social Care organisations for a range of works and services. P22 continues to build on the principles of its predecessors to streamline the procurement process and create an environment in which Clients, Principal Supply Chain Partners (PSCPs) and their supply chains develop stronger partnerships to drive increased efficiency and productivity.

Source: <https://procure22.nhs.uk/about/>

## SOLUTION

Dulux Trade have collaborated with Tarkett flooring to deliver complementary evidence-based healthcare wall and floor palettes, enabling clinical and support teams working in hospitals and care homes to discharge care in more a supportive environment. When applied with the occupiers needs in mind, colour can improve patient's quality of life, reduce feelings of stress and anxiety aiding recovery. In more practical ways colour can be an invaluable tool, aiding way-finding and navigation.

### STEP 1

Using the Healthcare Colour Palette, identify the type of room. (Exam room/Urgent Case Room/Inpatient Ward/Mental Health). Review the colour and product options selected for that space.



### STEP 2

Ensure that the correct paint product and flooring type is used to achieve the desired outcome. Pay particular attention to transition spaces and thresholds to ensure that they encourage movement into desired zones.



### STEP 3

Consider further accent colours from the P22 palette, that can be used as desired - they have all been designed to coordinate with the main wall colour.



## TAKE ACTION

- The Dulux Trade healthcare colour palettes have been designed to align with the Procure 22 objectives and therefore it is important to follow all colour and product advice to achieve these objectives.
- Call us on **0333 222 7171** or e-mail **TAC\_supportedservices@akzonobel.com** for further assistance

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# DESIGNING FOR DEMENTIA & AGED CARE

## ISSUE

It is estimated that some 850,000 people in the UK are living with dementia, with 70-80% living in their own homes rather than any specially adapted form of housing or dedicated care environment. Two-thirds of the cost of dementia is paid for by people with dementia and their families, whilst unpaid carers supporting someone with dementia save the economy £11 billion a year. With numbers set to rise to over 1 million by 2025 in the UK, there is an increasingly urgent need to provide living spaces that are suited to coping with this trend.

## SOLUTION

The Dulux Trade evidence-based dementia colour palettes have been developed to evidence how a room's colour scheme is able to make a valuable contribution to the well-being of its occupants. Colours have been selected and combined to enable sufficient colour and contrast of critical surfaces, minimising the risk of trips and falls. These beautiful contemporary palettes reinforce a sense of dignity, instil positive personal connections and provide stimulation within the space.

### TIP 1

Very white or shiny flooring should be avoided because the reflected light can disturb or dazzle someone with dementia. Also avoid very dark flooring or mats which can look like a hole in the floor.



### TIP 2

Colour can be used to improve how a space functions; use contrasting colours on the door and adjacent wall to help residents to identify spaces they can enter. Conversely, paint a door and surrounding wall the same colour to minimise stand-out, discouraging access to restricted areas.



### TIP 3

The bedroom is the area with the greatest potential for personalisation. It should be made into a familiar setting. Personalisation can be expressed by using different colours, materials, signage or even memory trigger items such as personal photographs.



Images top and bottom; Dementia House by Peter White, BRE.



## TAKE ACTION

- The Dulux Trade dementia care colour palettes have been designed to align with our Procure 22 Healthcare Design Principles objectives, and it is therefore important to follow all colour and product advice to achieve these objectives
- Call us on **0333 222 7171** or e-mail **TAC\_supportedservices@akzonobel.com** to request a full presentation about designing for dementia colour schemes

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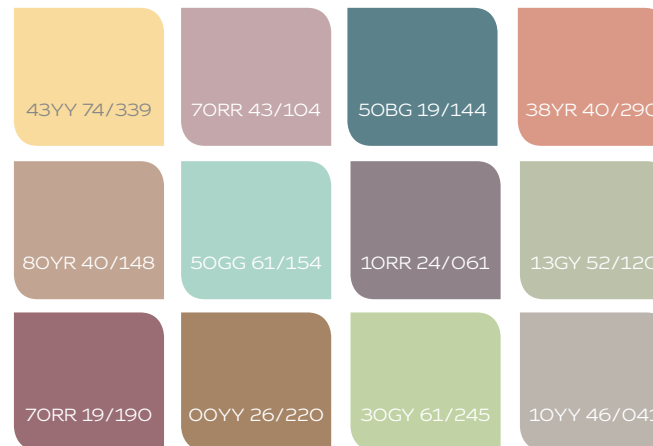


## DEMENTIA FRIENDLY COLOUR PALETTE

Dulux Trade has created evidence-based design principles to help professionals produce environments that optimise occupant wellbeing, sharing knowledge from decades of experience in designing supportive spaces within the private and public healthcare.

Inclusive design within any care environment encourages the application of colour and design that enables occupants to have greater confidence to move around independently within a space.

## FEATURE WALL COLOURS



## MAIN WALL COLOURS



## COLOUR & CONTRAST

Within a care home, critical surfaces (walls, floors and doors) should be defined and have contrast between them. The recommendation is a minimum of 30 points of light reflectance (LRV).

It is important that interior designs are created which consider and embrace all users of the facility including staff, whilst ensuring that the aesthetics are not compromised to accommodate a single type or user group.

## TRIM



## DOOR COLOURS



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# DESIGNING FOR SPECIAL EDUCATIONAL NEEDS & DISABILITIES

## ISSUE

Autism is a spectrum disorder in which no two people are completely alike, and different combinations of conditions occur in a continuum of different forms and gradations. Therefore designing a space for autistic people is challenging because of their diversity. In addition they are often either highly sensitive or under-responsive to sensory experiences like sound, light or touch. Due to a different way of information processing, design for people with ASD needs to be carefully curated. Acute awareness of detail and heightened sensory awareness beyond the perception of the average person must be considered to build an environment that is in keeping with the functional and sensory needs of users. Even the smallest details of the built environment can attract the attention, and bombard the senses.

Source: Khare, Rachna & Mullick, Abir. (2008). Educational Spaces for Children with Autism; Design Development Process. In: "Building Comfortable and Liveable Environments for All" International Meeting 'Education and Training", Georgia Tech University, Atlanta, USA, 15-16 May 2008. Conference paper.

## SOLUTION

Here at Dulux Trade Commercial Colour Services, we consult with school teachers and parents to understand the nature and characteristics of the range of needs the design needs to accommodate. We're then able to create a bespoke palette of colours, applying the necessary balance of light, texture and tonal variety that creates the soothing or sensory stimulation required. Delivering more inclusive education environments for children with Autism or other learning difficulties can create a more comfortable place to learn and play.



## TAKE ACTION

- Colour will affect each person slightly differently so we would recommend getting a bespoke colour scheme that satisfies the very specific requirements involved
- Call us on **0333 222 7171** or e-mail **TAC\_supportedservices@akzonobel.com** for further assistance

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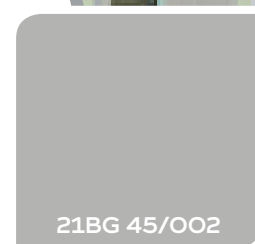
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## Colour Scheme 1 - peaceful pastels

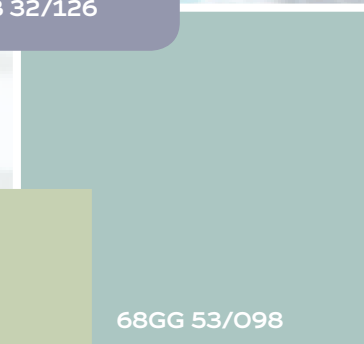
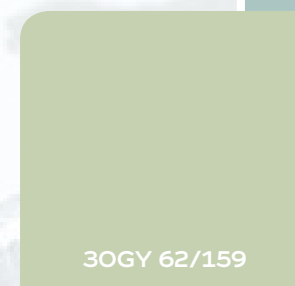
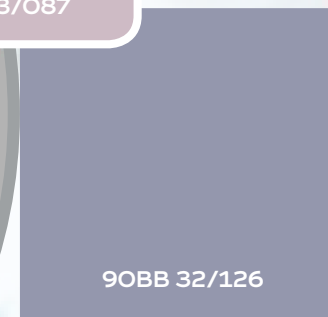
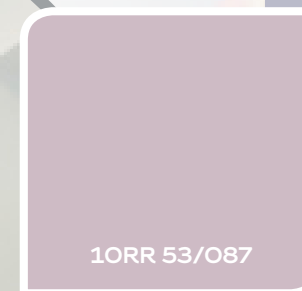
Broad walls & ceilings  
throughout, may also bring in  
skirting and door frame option



Door option and  
alternative trim and  
skirting etc



Alternative door  
option



Colour pops to be used in key areas  
and limited to one wall per classroom

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*Colour & Design by Lisa Pilley*

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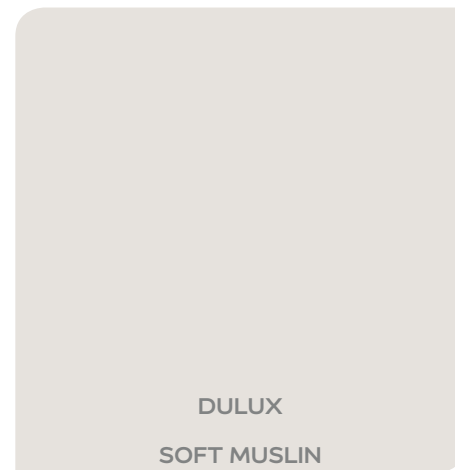
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## Colour Scheme 2 - natural comfort

Broad walls & ceilings throughout, may also bring in skirting and door frame option



Alternative door option



Door option and alternative trim and skirting etc



Colour pops to be used in key areas and limited to one wall per classroom



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*Colour & Design by Lisa Riley*

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## Colour Scheme 3 - restful regeneration

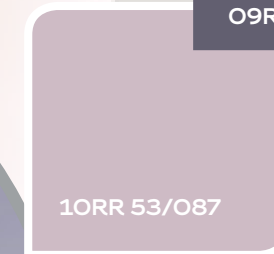
Broad walls & ceilings throughout, may also bring in skirting and door frame option



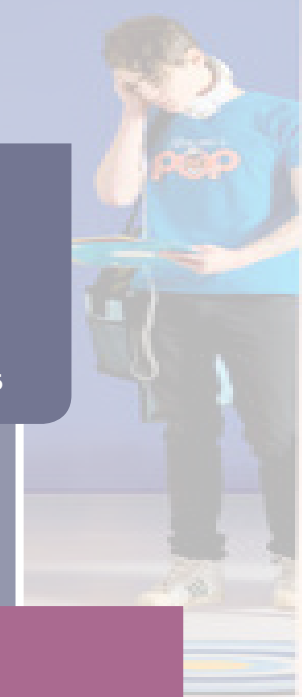
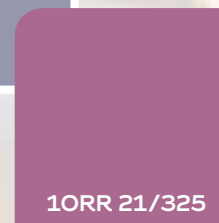
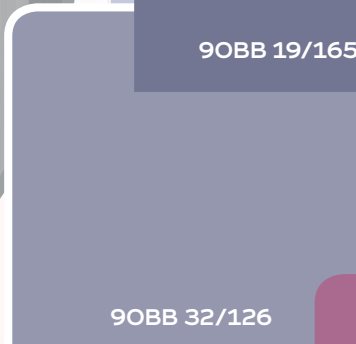
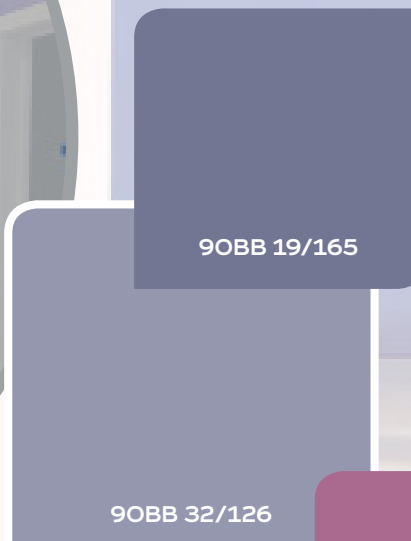
Alternative door option



Door option and alternative trim and skirting etc



Colour pops to be used in key areas and limited to one wall per classroom



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# DESIGNING FOR EDUCATION

## ISSUE

Schools, colleges and universities are unique places. They must be conducive to learning and stimulate the senses, yet durable enough to withstand a constant flow of daily use.

Increasingly, learning environments must additionally balance that requirement to be more robust and inspiring, with the need to provide safe and nurturing havens that are flexible enough to support more complex behavioural needs and greater well-being provision.

## SOLUTION

We aim to help students to thrive through the power of their environment. We believe that the physical building can be used to improve engagement, attendance and individual well-being.

Our colour palettes for Primary, Secondary and Tertiary education are evidence-based, and when combined with our expert product specification, you'll get the benefit of great looking buildings with the durability you need.

### TIP 1

Get the pupils involved in picking the colours that will go in their classrooms. Overuse of white in classrooms, on wall surfaces, desks and trim can cause glare, making concentration more difficult and increase fatigue.



### TIP 2

Use colour behind whiteboards whilst keeping other walls neutral. This will help focus attention on the learning wall.



### TIP 3

Use colour in corridors – this can be particularly helpful for wayfinding for new pupils or those with English as a second language.



## TAKE ACTION

- You can create your own colour schemes to use on your next education project at <https://specifier.duluxtradepaintexpert.co.uk/>
- Call us on **0333 222 7171** or e-mail **TAC\_supportedservices@akzonobel.com** for further assistance

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## PRIMARY

## PRIMARY CLASSROOM

For early learners, school can be a lot to take in, especially when you're still figuring out how the world works. Colour supports teachers to create nurturing, engaging environments that give their pupils the very best start.

## BROADWALL COLOURS



83YY 89/055



81YY 73/041



00NN 83/000



## KEY DESIGN CONSIDERATIONS

- The emotional impact of learning spaces will strongly influence their educational impact
- Developing minds crave stimulation; use contrast and bright tones
- Colour coding coat pegs and drawers can help children gain independence
- Pupils recognise colour before the alphabet; use it to help them navigate



## FEATURE WALLS / COLOUR POP



83YR 44/540



50BB 27/232



90GG 38/242



43YY 69/543



30GG 60/143



50BG 44/184



89YY 62/494



50RR 26/431



50BB 18/216

## DOORS / TRIM



87YR 12/005



31BG 26/004



16BB 27/091

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*Designed by Martha*

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## SECONDARY

## SECONDARY CLASSROOM

Pupils become increasingly mature and self-assured in the transition from primary to secondary school. This is where the balance shifts from social interaction closer to pure learning, requiring environments that enable students to engage with lesson content more effectively, free from distraction.

## BROADWALL COLOURS



30GY 83/021



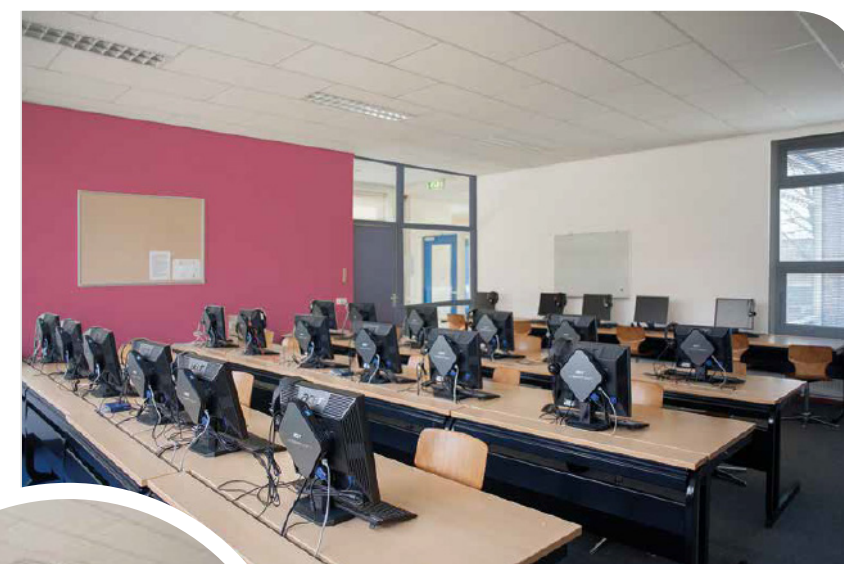
64YY 83/058



44YY 65/034

## KEY DESIGN CONSIDERATIONS

- Older children prefer more sophisticated colour palettes
- Enhance concentration with muted colours on the teaching walls
- Use neutral colours to mute distracting architectural features
- Highlight breakout areas with contrasting tones



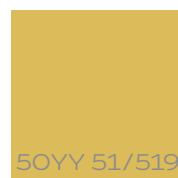
## FEATURE WALLS / COLOUR POP



39YY 53/067



90YY 62/264



50YY 51/519



30GG 47/180



50BG 44/094



80YR 28/650



10BB 39/100



10RB 23/061



70RR 17/372

## DOORS / TRIM



70BB 15/081



00NN 37/000



03BB 17/015

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## TERTIARY

LIBRARY & STUDY  
SPACES

The classroom isn't the only place to learn. Libraries and other open study spaces are in constant use by an ever-changing student base. They should be inviting environments that aid concentration while withstanding the bumps and scrapes of continual use.

## BROADWALL COLOURS



## KEY DESIGN CONSIDERATIONS

- Careful colour selection helps with greater student motivation and energy levels
- Mature colours pair well with self-directed learning
- Different tones will differentiate study spaces from classrooms
- Choose hard-wearing products for areas that are frequently used
- Libraries are for all; ensure sufficient contrast for visually impaired students and those with special educational needs

## FEATURE WALLS / COLOUR POP



## DOORS / TRIM



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## TERTIARY

ACCOMODATION  
HALLS

With more students than ever studying away from home, accommodation is an increasingly important part of higher education. Colour is an effective way to enhance accessibility and help students feel like residents, rather than part-time lodgers.

## FEATURE WALLS / COLOUR POP



## BROADWALL COLOURS



## KEY DESIGN CONSIDERATIONS

- Increase the perceived size of rooms with tactical use of lighter colours
- Create a feeling of personal space by using different colours from communal areas
- Coloured walls can add interest to otherwise dull spaces
- Walls where desks are positioned could benefit from more muted colours

## DOORS / TRIM



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# DESIGNING FOR OFFICES

## ISSUE

We spend 90% of our lives in buildings, which means our health and well-being is influenced significantly by the built environment. In our typical office environment in the UK, up to 60% of staff don't have sufficient access to daylight. More than 130 million days are lost to sickness absence every year in Great Britain and working-age ill health costs the national economy £100 billion a year. A 1% reduction in absenteeism would convert to a saving in lost days alone of £1 billion to the economy. In addition a 15% increase in operational productivity enabled by the internal fit-out of your office adds further benefit.

Source: BRE. Biophilic Office

## SOLUTION

Biophilic design acknowledges that we are genetically connected to nature and that a human-centred approach can improve many of the spaces that we live and work, with numerous benefits to our health, well-being and efficiency. Encouragingly, achieving these improvements doesn't always mean vast structural change, and huge costs. Substantial health and well-being gains can be achieved through expert application of nature inspired colour and design, use of products that reduce VOC emissions or add more light into the room - which has the additional benefit of contributing to reduced energy bills.

### TIP 1

Get staff involved in selecting the colours that will define their workstation, meeting spaces or communal areas. Replicating nature's restful tones will create restorative and calming chill-out spaces.



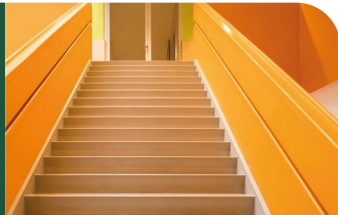
### TIP 2

Use a strong feature wall colour behind screens in meeting rooms whilst keeping other walls neutral. This will help focus attention.



### TIP 3

Use colour in corridors – this can be particularly helpful for wayfinding, especially as the trend continues to rent office space in large shared buildings.



## TAKE ACTION

- You can create your own colour schemes to use within your organisation at <https://specifier.duluxtradepaintexpert.co.uk/>
- Call us on **0333 222 7171** or e-mail **TAC\_supportedservices@akzonobel.com** for further assistance

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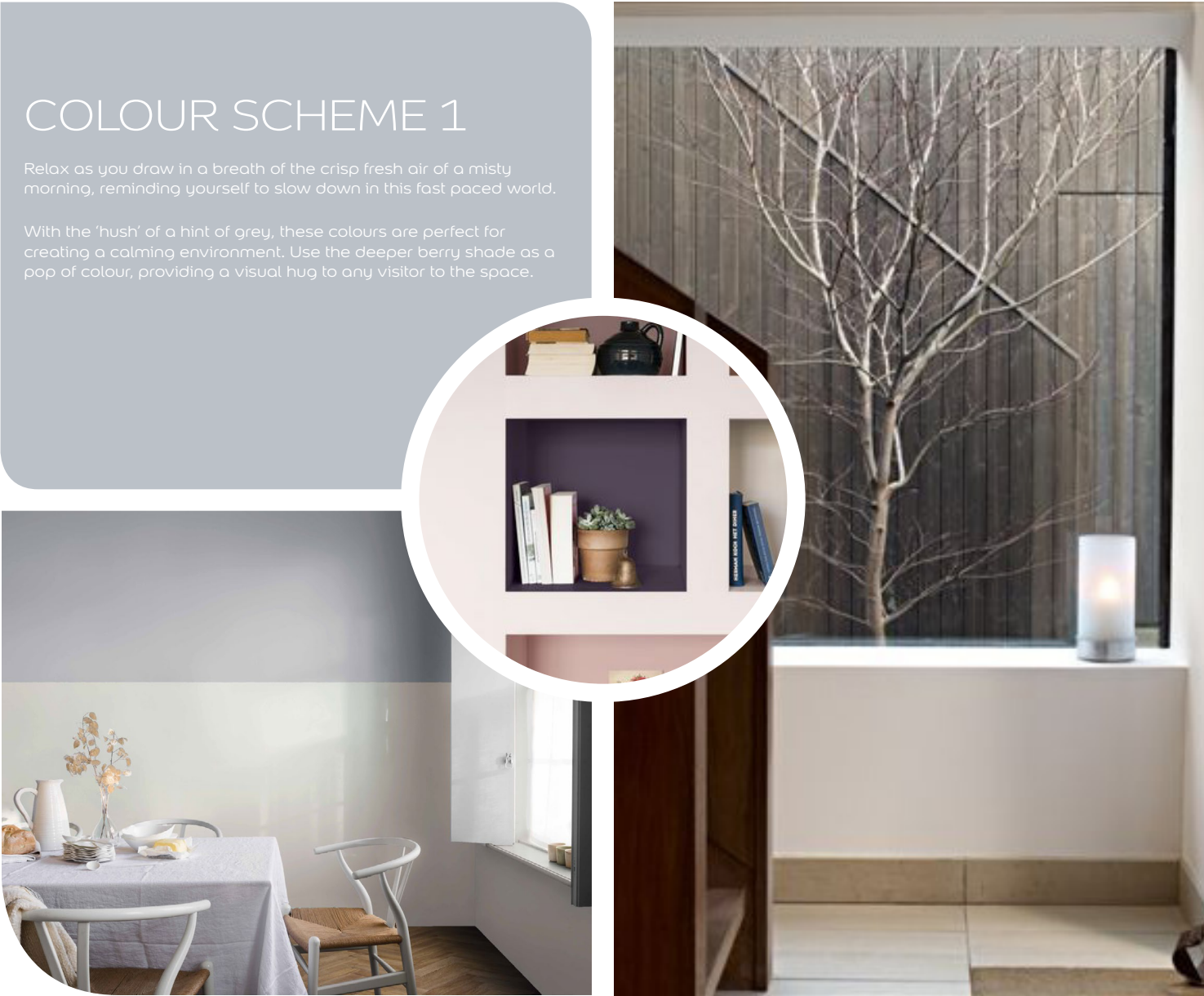
SUSTAINABILITY

BRE BIOPHILIC OFFICE

COLOUR SCHEME 1

Relax as you draw in a breath of the crisp fresh air of a misty morning, reminding yourself to slow down in this fast paced world.

With the ‘hush’ of a hint of grey, these colours are perfect for creating a calming environment. Use the deeper berry shade as a pop of colour, providing a visual hug to any visitor to the space.





BROAD WALLS:  
OONN 83/000



ACCENT:  
30BB 73/052



ACCENT:  
10RR 73/023



DOOR:  
38RB 15/086

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BRE BIOPHILIC OFFICE

COLOUR SCHEME 2

Reminiscent of the wide open plains of the golden Sahara, our minds are free to stretch and touch the blue skies, whilst our toes find warmth in the soft sands.

This collection of earthy tones remind us of nature's natural elements of wood, sand and clay, providing a sense of warmth to any space.



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BRE BIOPHILIC OFFICE

COLOUR SCHEME 3

A jungle, a forest or your own garden, nature allows you to refresh, reset and quieten your mind.

Bring the 'outside in' with this collection of plant inspired colours. Blues and greens have long been interpreted as the most soothing, comforting of colours. Whilst the mustard will add a pop of energy to any design.



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## OPTIMISING DESIGN

LINK TO NATURE

HEALTH AND  
WELL-BEING

LIGHT

INDOOR AIR QUALITY

ACOUSTICS

PLEASE **CLICK** ON A BUTTON FOR MORE INFO

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# HEALTH AND WELL-BEING UKGBC

UKGBC's vision for a sustainable built environment is one that promotes the health and well-being of people.

Life expectancy in the UK is increasing thanks to medical advances. But risk factors such as obesity and inactivity are growing, and people in more deprived populations typically have higher rates of disease. Mental health problems are a growing public health concern, with one in four adults in England being diagnosed with a mental illness at some stage during their lifetime. Mixed anxiety and depression is the most common mental health disorder in Britain.

Physical characteristics of the built environment can contribute directly to people's health and well-being. Good quality housing conditions and greater access to green spaces and recreational facilities have a positive impact on health and well-being. Employers are also showing a growing interest in the health, well-being and productivity of their workforce and aiming to improve this through better workplace facilities.

Air pollution in some parts of the UK is high, particularly in towns and cities caused mainly by transport and residential emissions. This is causing thousands of premature deaths and respiratory diseases amongst UK citizens, and has become a major environmental concern for city mayors and local government. Data remains sparse in relation to the construction sector's own contribution to poor air quality in urban areas. Indoor air quality is also a concern, and this is an area where technology is rapidly evolving so building users and occupiers are increasingly likely to make choices based on real data.

As interest in health and well-being continues to grow, the built environment's role and contribution to it will come under the spotlight even more. Understanding the linkages between how our built environment is planned, designed, and constructed and people's overall sense of well-being will be increasingly important.

**Source: UKGBC, Health and Well-being**



AkzoNobel are Gold Leaf members of UKGBC, and are actively contributing to the green building design movement.

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# LINK TO NATURE - BIOPHILIC DESIGN

## ISSUE

The World Health Organisation expects stress related illness, such as mental health disorders and cardio-vascular disease to be the two largest contributors to disease by 2020. With a diminished connection to nature, the increasing pressure on urban space and the ubiquitous technological presence, we have less opportunity to recuperate our mental and physical energy.

Source:  
[www.oliverheath.com/biophilic-design-connecting-nature-improve-health-well/](http://www.oliverheath.com/biophilic-design-connecting-nature-improve-health-well/)

## SOLUTION

Incorporating nature inspired colour themes, textures and shapes into office design can be a cost effective way to seed that all important connection to the outdoors. The Dulux Trade Biophilic colour palette has been expertly curated to mimic the calming and restorative properties found in the natural world, when thoughtful contemplation is required. It is also balanced to provide an energising boost of colour, giving us the zest when we need to be more creative.

### TIP 1

Bring the outside, inside. Make an instant difference to the way a space feels by introducing colours inspired by nature, along with plants on workstation desks and larger displays. Natural doesn't mean safe, so introduce bold pops of colour to reflect the variety and visual stimulation we experience in outside spaces.



### TIP 2

Utilise natural design elements such as incorporating as much natural day light as possible. If that is not possible, introduce natural materials such as stone, wood, and multi-textured furnishings.



### TIP 3

Consider how to enable better flexibility in control of workspace lighting, ambient temperature, or indoor air quality.



## TAKE ACTION

- Dulux Trade have produced Biophilic Design inspired colour palettes, reflecting our innate connection to nature and natural hues. Contact your rep to access these colour palettes.
- Call us on **0333 222 7171** or e-mail **TAC\_supportedservices@akzonobel.com** for further assistance

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# LIGHT

## ISSUE

Over thousands of years, the human sense of sight has evolved for an outdoor, natural environment. Today we spend almost 90% of our time indoors and so are exposed to many different visual stimuli, and often a much reduced access to natural light that provides the triggers that support regular and full sleep patterns. High screen time and poorly lit home or office spaces can also be a significant contributing factor to our mental discomfort.

Poor light is often attributed to causing Sick Building Syndrome, a recognised condition that's often related to poor health experienced by office workers, where the symptoms characteristically represent only when in that building. The precise cause is unknown, however in addition to poor light, other contributing factors are poor ventilation, VOCs, ozone from printers, poor indoor air quality, mould or fungus, pesticides and other chemical contaminants are listed as contributors.

## SOLUTION

Dulux Trade Diamond Eggshell Light & Space Uses revolutionary Lumitec technology that helps reflect up to twice\* as much light around the room, making even the smallest rooms look and feel more spacious compared to our conventional emulsion paints with a similar hue (colour family) and chroma (intensity of colour).

Adjustable, task and zoned lighting alleviate issues with multi-occupancy spaces, where lighting is often not supportive of all users. Allowing flexibility can create zones in a space and should be designed appropriately to the specific activity being conducted.

Careful control of reflections, avoiding glare or conversely heavy shadow patterns is necessary. Increasingly the importance of natural light is being understood for the contribution to our overall health and well-being. Where possible, introduce biodynamic lighting which mimics the change in light as the day progresses, supporting our circadian rhythm. Also introduce lighting equipped with dimming controls to allow for adjustments in lighting levels and intensity, as this will provide additional enhancement to the well-being of occupiers in a space.

\*Reflects more light than standard equivalent products, brightening areas with low light levels.



## TAKE ACTION

- For more information about biodynamic lighting contact Waldmann Lighting on <https://www.waldmann.com> or email [info-uk@waldmann.com](mailto:info-uk@waldmann.com)

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# INDOOR AIR QUALITY

## ISSUE

The indoor environment has a significant effect on the health and well-being of the population. People in industrialised countries spend approximately 90% of their time indoors with some vulnerable groups spending almost all of their time indoors. Good quality indoor air in buildings is therefore vital for the health, comfort, well-being and productivity of the occupants. Poor indoor air quality is often attributed to causing Sick Building Syndrome, a recognised condition that's often related to poor health experienced by office workers, where the symptoms characteristically represent only when in that building. The precise cause is unknown, however, poor ventilation, VOC's, ozone from printers, lighting, mould or fungus, pesticides and other chemical contaminants are listed as contributors.

## SOLUTION

When thinking about decoration, consider only using water-based paints. These generally contain less VOCs and will also dry quicker, thereby avoiding that lingering 'new paint smell'. In addition, actively use products that allow effective airflow through the building fabric, reducing the occurrence of damp or moisture build up which can cause respiratory problems.

\* [www.healthline.com/health/sick-building-syndrome](http://www.healthline.com/health/sick-building-syndrome)

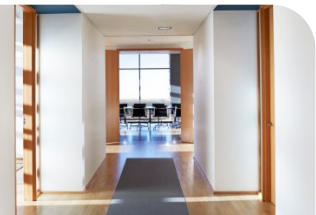
### TIP 1

Use durable water-based paints to limit repainting and reduce VOCs in the air.



### TIP 2

Use Dulux Light & Space to assist rooms with poor lighting. Light and Space reflects up to twice as much light around the room as standard emulsions.



### TIP 3

Select paints that have been tested and categorised as low emissions, having a minimal impact on indoor air quality. See the Dulux Trade BREEAM Compliance statement for a list of compliant low emissions products.



## TAKE ACTION

- If your painters are reticent about moving to water-based paint, consider sending them on a training course at our Dulux Academy
- Call us on **0333 222 7171** or e-mail **TAC\_supportedservices@akzonobel.com** for further assistance
- Access our BREEAM Compliance Statement <https://www.duluxtradepaintexpert.co.uk/en/products/productinfo/sustainability-policies>

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# ACOUSTICS

## ISSUE

Over thousands of years, the human sense of hearing has evolved for an outdoor, natural environment. Today we spend almost 90% of our time indoors and so are exposed to many unnatural sounds, and excessively high noise levels can be a big contributing factor to our mental discomfort.

This has a significant impact on our ability to concentrate, communicate and learn. Therefore indoor sound should be assessed against the following markers: Sound strength, Speech clarity, Reverberation, Listening comfort.

## SOLUTION

An optimal sound environment is a basic necessity if we are all to function effectively. The growing trend for multi-occupancy/multifunction learning, living and working spaces require us to consider how people experience sound and the way it affects them.

This can be particularly challenging for schools and hospitals. Solutions to sound management range from masking with alternative sound sources such as water features, to inhibiting sound through absorption materials.



## TAKE ACTION

- For more information about sound absorption contact Ecophon on <https://ecophon.com/uk/>
- Call Ecophon on **01256 850977** or e-mail **info@ecophon.co.uk**

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# PRODUCT INNOVATION



DULUX TRADE  
EVOLVE



DULUX TRADE  
DIAMOND RANGE



DULUX TRADE  
QUICK DRY RANGE



DULUX TRADE  
STERISHIELD RANGE



DULUX TRADE  
MOULDSHIELD RANGE

## WHAT

Dulux Trade Evolve Matt uses reclaimed paint destined for landfill or incineration, that has been through a strict recycling process and re-engineered into a new matt product with all the quality you would expect from Dulux Trade.

Dulux Trade's ultra durable paint for walls and ceilings is available in Matt & Eggshell finishes.

These paints provide protection against scuffs, scrubs and stains so that busy spaces will look good for longer.

A range of water based paints for doors, skirtings and other interior wood and metal.

These quick dry paints allow for two coats to be applied in one day without compromising on the quality of the final finish.

A surface coating formulated for use in healthcare environments and areas where it is critical to reduce the risk of infection.

Inhibits the growth of mould and fungi.

Suitable for use in areas of high humidity and condensation, such as kitchens and bathrooms.

## HOW

Driven by our continued commitment to sustainable innovation, we have worked with waste management partner, Veolia to develop Dulux Trade Evolve Matt, our first paint made with 35% recycled paint content.

Protection against scuffs that is ideal when used in busy commercial spaces.

Stain repellent technology to prevent water-based stains from soaking into the paint.

Tested to 10,000 scrub cycles to withstand commercial cleaning.

New anti-fade technology for longer-lasting colours.

Using advanced water based technologies, Dulux Trade have developed an Undercoat, a Satinwood and a Gloss that deliver a high quality finish that would normally be associated with a solvent based paint.

These water based paints deliver whites that stay whiter for longer than solvent paints and are available in a full range of colours.

A durable paint coating with silver bactericide which when combined with good hygiene practices, is effective against the spread of bacteria.

A durable paint that can withstand high levels of humidity.

The mild fungicide inhibits the growth of fungi and mould.

Provides long lasting protection.

## ADDED VALUE

Helps reduce carbon footprint by up to 11%\*

Delivers a beautiful matt finish, excellent coverage and smooth application, all with a lower carbon footprint than our standard Vinyl Matt.

Durable finishes can lower costs, through extending maintenance cycles, and they enhance sustainability too.

Easy to apply and maintain.

Water based paints that are low-odour and quick drying mean that sites can be occupied more quickly which is a more convenient solution for building users.

A more sustainable solution that is good for well-being.

Helps to keep patients, visitors and staff safer.

Inhibits bacteria and helps to reduce the risk of bacterial infection when combined with good hygiene practices.

Easy to apply and maintain.

Contributes to improved indoor air quality.

Assists in promoting healthier environments.

Easy to apply and maintain.

\*Than standard Vinyl Matt.

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# PRODUCT INNOVATION



DULUX TRADE  
PYROSHIELD RANGE



DULUX TRADE LIGHT  
& SPACE RANGE



DULUX TRADE  
FLOOR PAINT



DULUX TRADE  
ANTI-GRAFFITI RANGE

## WHAT

A range of flame retardant coatings designed to upgrade fire classification of multi-layered previously painted walls & ceilings.  
Product range to upgrade fire classification for class 3 or 4.

Paint coatings designed to improve light levels, giving rooms a sense of space.  
Improved lighting levels provide an opportunity to impact on well-being and deliver energy efficiency.

A range of floor paints providing the appropriate level of protection, durability and ease of maintenance for a variety of commercial and domestic locations.

A tough, clear, two pack epoxy water-based gloss finish, that is resistant to impact and abrasion.  
Clean graffiti off treated surfaces with special removers.

## HOW

Use in communal areas of public buildings from hospitals, offices to schools and residential buildings.  
Use AkzoNobel testing service where certification is required.

Offering all the performance attributes of the Diamond range, including superior durability and stain resistance, this coating also offers Lumitec technology.  
Reflecting more light into a room, this product is therefore ideal for smaller rooms or spaces with limited natural light.

Floorshield is a hard-wearing floor paint ideal for use in domestic, commercial and light industrial environments.  
High Performance Floor Paint is a water-based epoxy floor paint suitable for areas of high wear and commercial usage.

Apply over Dulux Trade standard emulsion paints.  
Resists repeated washing, steam cleaning and solvent cleaning.

## ADDED VALUE

Helps to slow down the spread of flames.  
A reliable and cost-effective way to upgrade such surfaces and achieve Class O/1 fire performance as required by Building Regs.

This coating promotes energy efficiency by reducing the artificial light needed.  
Available in Vinyl Matt, Diamond Matt and Diamond Eggshell.

Floorshield withstands scuffing, repeated washing and mild chemical spillage.  
High Performance Floor paint is highly durable with excellent abrasion resistance on concrete and metal floors.

Durable finishes that can be kept clean, lowering costs by extending maintenance cycles.  
Fewer redecoration cycles has a positive impact on the environment and building users.

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# TAKE ACTION TO PROTECT YOUR COMMUNITY & ENVIRONMENT

## AVOID SOLVENT-BORNE

Selecting more sustainable products no longer means you have to compromise on quality. Switching to water-based instead of solvent-borne products is not only less harmful, but can be more time efficient too.

Solvent-borne products take longer to dry and will yellow quicker than water-based.

They also have far higher levels of VOC content and therefore emit more VOCs into the air. VOCs are a major contributing factor to poor indoor air quality. The below table highlights the difference between a solvent-borne product and a water-based one.

Product	Solvent/ Water-based	VOC Content	BREEAM maximum VOC content for interior trim	Variance
Dulux Trade High Gloss	Solvent-borne	300g/l	90g/l	-210g/l
Dulux Trade Quick Drying Gloss	Water-based	45g/l	90g/l	45g/l

## AVOID WHITE SPIRIT

Being more conscious of the environmental consequences of our individual working practices can eventually lead to significant positive change when embraced by the entire building industry.

Think how you can avoid using white spirit, which according to Public Health England, inhalation of white spirit may “cause irritation of the nose, throat and lungs, shortness of breath, stomach upset, dizziness, headache, lack of coordination and drowsiness.”

Additionally, the VOC content of White Spirit can be as high as 795g/l.

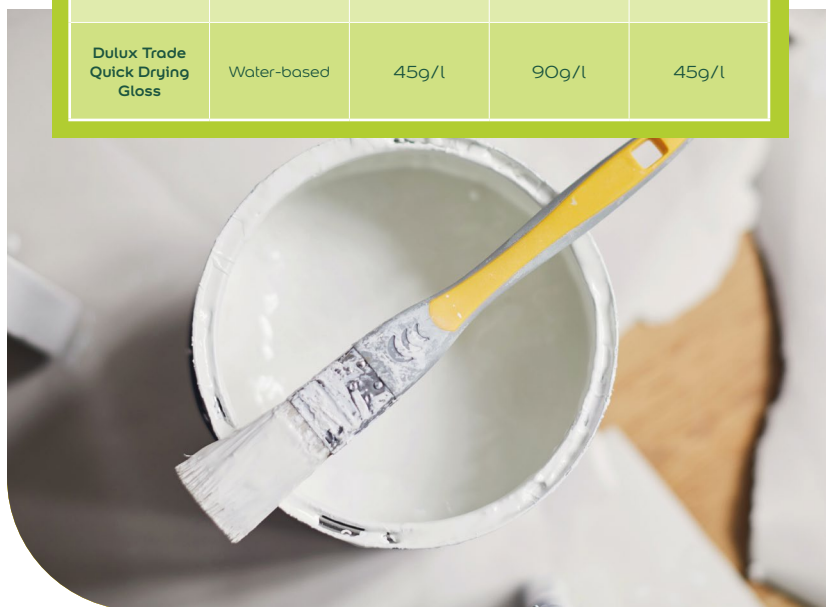
## AVOID WHITE AND MAGNOLIA WALLS

How we care for our communities is as important as how we support the environment. Expert application of colour in the built can enhance how we feel in a space.

As demonstrated by an environmental colour coordination study by the US Navy, in the three years following the introduction of colour into the environment a drop of accident frequency from 6.4 to 4.6 or 28% was noted.

This corroborates an independent study demonstrating white and off-white business environments resulted in a 25% or more drop in human efficiency.\*

Additionally, adoption of the Equalities Act guidance for design in public spaces discourages the practice of painting walls, doors and trim all white, which is unhelpful for those with visual impairments to understand the scale and proportions of a space.



\* The Impact of Color on Learning, Engelbrecht , Perkins & Will 2003

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# SUSTAINABILITY



## WELL-BEING WORKING HAND IN HAND WITH SUSTAINABILITY

Well-being is not just complementary to environmental sustainability, but actually an integral part of our wider sustainability goals.



### LONGER LASTING

To reduce environmental impact and save costs, specify quality paints that last longer.



1. Select durable products for high wear internal surfaces such as busy corridors. The Dulux Trade Diamond range covers floor, walls and trim.
2. Ensure exteriors are well protected with coatings designed to stand up to the elements, like the Dulux Trade Weathershield products.
3. Ask your rep to demonstrate the cost savings with our Life-cycle comparison tool.



### LOW CARBON

Lower the impact of a project by specifying products with a lower carbon footprint where possible; for example use water-borne trim paints.



1. Specify water-borne products such as the Dulux Trade Quick Dry range for trim surfaces such as doors, skirting, window frames.
2. If it has appropriate properties, use products with a lower carbon footprint, like Dulux Trade Evolve Matt.
3. Ask your rep to demonstrate the carbon impact with our Life-cycle comparison tool.



### REDUCED MATERIAL USE

Researching appropriate products will help avoid unnecessary material use and waste; using less durable products may result in more frequent decoration.



1. Specifying high durability finishes for walls in high wear areas such as schools lengthens maintenance cycles.
2. Only specify high durability products where appropriate; ceilings do not usually require a highly durable finish.
3. Make sure decoration is last in the schedule of works to avoid re-work post rectification of other trades.



### REDUCED WASTE

Throwing away waste material not only impacts the planet but increases the financial cost too.



1. Insert a clause on can recycling in your invitation to tender or specification documents.
2. Encourage painting contractors to donate left-over paint to projects such as Community RePaint.
3. Specify products with recycled content, like Dulux Trade Evolve Matt.



### HEALTH & WELL-BEING

Positively impact the well-being of buildings' users by choosing products that have minimal impact on indoor air quality, that help improve hygiene or slow the spread of fire.



1. Specify products, such as Dulux Trade Sterishield, that reduce the spread of infection in healthcare and food preparation environments.
2. Select paints with low emissions that have minimal impact on air quality or those that brighten the space by reflecting more light.



### SOCIETY

Create a positive impact through occupant centred colour and design.



1. Choose suppliers with a holistic and robust approach to responsible sourcing and sustainability; look for certification such as BS 6001.
2. Consult with Dulux experts on colour schemes that actively support building occupants; colour solutions to help the visually impaired, and those living with dementia.

INTRO

COMPLIANCE

OCCUPANT  
CENTRED COLOUR  
& DESIGN

OPTIMISING  
DESIGN

PRODUCT  
INNOVATION

SUSTAINABILITY



# AKZONOBEL & SUSTAINABLE MANUFACTURING

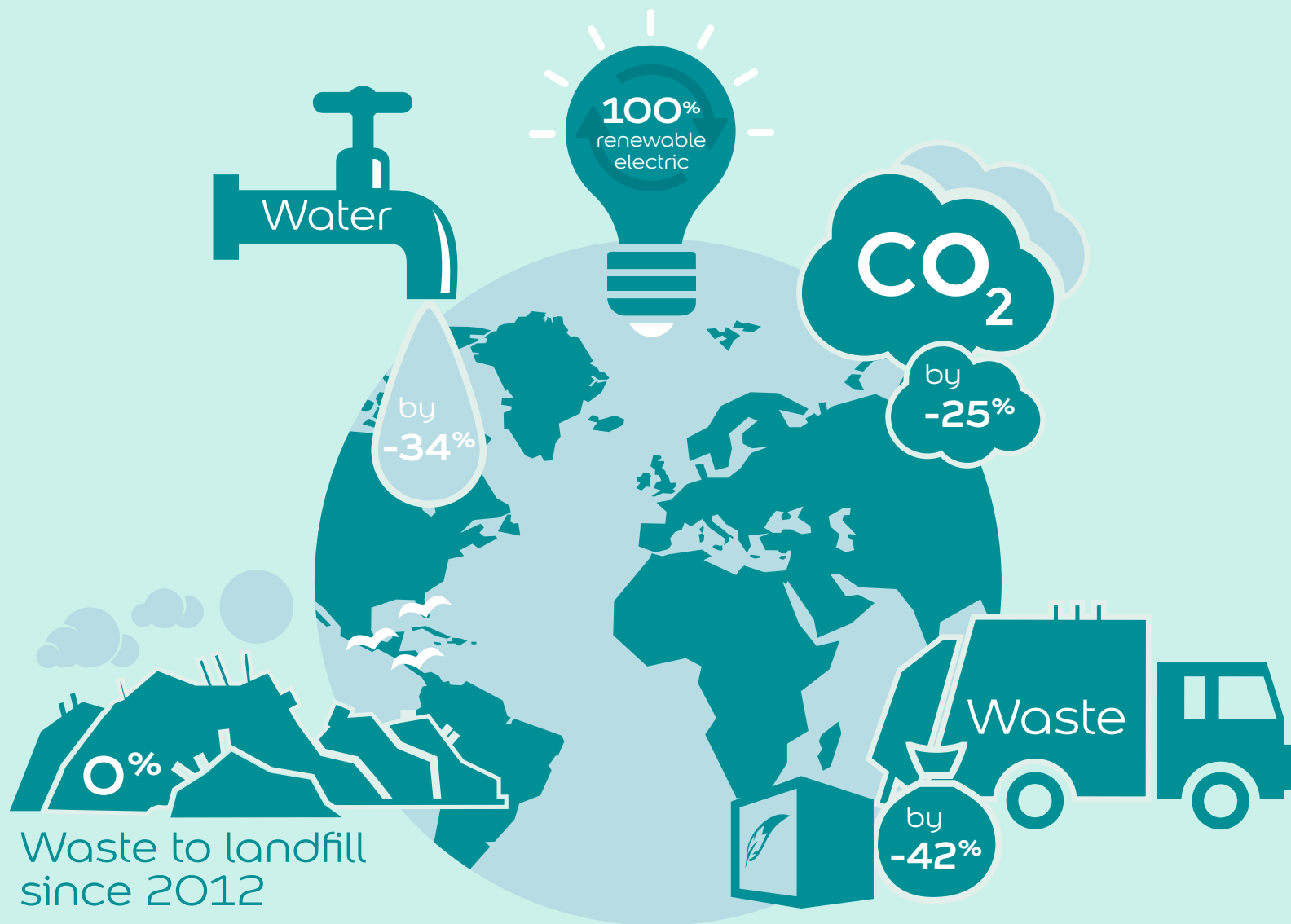
## RADICAL RESOURCE EFFICIENCY

Saving energy, protecting resources, reducing waste

**Over the last 5 years, we have reduced resource use in our own operations, through a number of ongoing and future initiatives.**

Solutions like reducing our impact of logistics and using lightweight packaging all helps us to reduce our carbon footprint.

We have also created the most sustainable paint manufacturing plant in the world in Ashington, that uses a variety of renewable energy sources, including photo-voltaic cells and a biomass boiler, alongside a highly automated manufacturing process which saves water, waste and energy.



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