



let's COLOUR

PROFESSIONAL

TRY THE TRENDS

Put our palette into practice

GET COLOUR CONFIDENT

How to create a stylish scheme

+ FOLD-OUT COLOUR CHART



CHANGE STARTS HERE

We're determined to make a positive impact on your business, your client's, your projects and communities while reducing our impact on the planet. We believe that every time you paint, there is an opportunity to make a positive difference. That's why we are committed to developing innovative products and solutions that have lower VOC emissions, protect surfaces for longer and use renewable materials.

We're also proud to partner with organisations like **Volunteer It Yourself, Community RePaint** and the **CRASH** construction industry charity to improve communities and transform lives across the UK.

And with our digital tools like the **Paint Calculator** that helps you save time and money, while also reducing waste, or the **Colour Schemes** that helps you create bespoke designs, you're getting great support too.

So when you choose **Dulux Trade**, you're not just getting great products and tools – you're also **helping change communities**.

To find out more visit:
www.duluxtradepaintexpert.co.uk/en/sustainability



OUR TESTED & APPROVED PROCESS

We're committed to delivering high-quality products to our professional customers. One of the many ways we do that is through our **Tested and Approved** product testing process.

This approach is part of our **product development and new approval process** and involves professional decorators in multiple application tests, ensuring that the products that are tested meet their needs and expectations before they get released into the market. By involving professional decorators in the testing process, we can guarantee that the products we test perform to the highest standards.

Products that fail assessments get reworked and re-tested until they pass. Our professional decorators play a crucial role in shaping the future of decorating and it is key for us to seek their feedback on our products to create products that meet their evolving needs. Our rigorous new **Tested and Approved** product testing process is a **3-stage process** that starts after the formulation has been created and tested in the labs and works as follows.



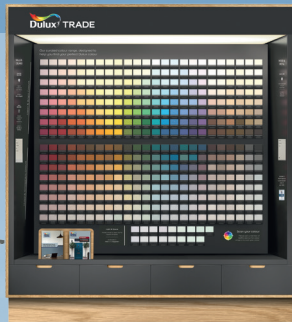
1. Assessments by a member of our internal Dulux panel of professional decorators – this is a blind test.
2. Assessments by a panel of external professional decorators – this is also a blind test.
3. Field trials that put the product to the test under external conditions. Over the last few years, in excess of 200 tests are carried out by professional decorators as part of this process.

TOOLS OF THE TRADE

Call off the search for the perfect colour with our range of convenient tools

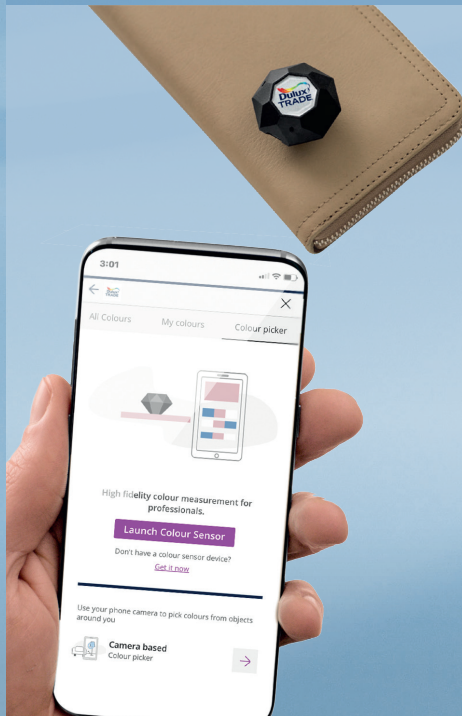
SHOP THE SHADES

Our colour experts have created shades to suit all individual spaces and personal styles. Choose from a professionally curated palette found on the pages in this guide, or come up with something different by browsing the fold-out chart in the middle of the magazine. You'll also discover a range of swatches online and huge colour walls on display in-store, as well as our handy fan deck. When it comes to colour, we've got it covered.



MATCH A COLOUR IN SECONDS

Perfect for matching a colour in the home, our **Colour Sensor** is conveniently small and simple to use. From larger items such as pieces of furniture to permanent fixtures like fitted cabinets, it finds the closest **Dulux Trade** colour by working with the **Dulux Trade Expert app**.



COLOUR WITH CONFIDENCE

From an object to a piece of fabric, get a match by taking a small sample to a store that offers our **Colour Match** service. A bespoke colour is mixed for you right there and then, and comes with its own personalised code and a name of your choice printed on an ID card for re-ordering down the line, either in the same paint or in a different finish. Better still, a small 250ml tester can be made up – great for trying before buying a full can.



VISUALISE COLOUR

When colour has been chosen, use the visualiser within the **Dulux Trade Expert app** and then get testers to try it in the space. How a colour looks is often influenced by the lighting conditions in the room. To get a good gauge, paint two coats of your colour onto an A4 piece of paper and move it around the room. Check on it at different times of day to see how the colour looks in different lights.



PRODUCT PICKER

Created with superior technology in a spectrum of colours, here's our round up of some of the best products in our range - available in a raft of finishes for every room



DIAMOND MATT

A durable matt emulsion with stain repellent technology. Repeatedly cleanable and scrubbable. Perfect for busy environments needing frequent cleaning. 99.9% VOC Free.



VINYL SILK

A washable emulsion that provides a tough, mid-sheen finish every time. Ideal for use in areas prone to condensation, such as bathrooms and kitchens.



DURABLE FLAT MATT

A durable emulsion with excellent coverage and opacity suitable for high-traffic areas. A flat matt finish helps to mask minor imperfections on walls.



DIAMOND EGGSHELL

A hard-wearing and long-lasting eggshell emulsion. Keeps surfaces scuff-free while stains can be wiped clean. Anti-fade protects from ozone and UV damage.



DIAMOND SATINWOOD

A water-based, mid-sheen paint that delivers our highest-quality finish on interior woodwork and metal. A tough, stain-resistant formula for a smooth finish that lasts.



QUICK DRY GLOSS

A water-based, high-gloss paint for interior wood and metal. Excellent flow and opacity deliver a professional finish with longer-lasting whiteness. and re-coat in 4-6 hours.



QUICK DRY SATINWOOD

A water-based, mid-sheen paint that delivers a silky finish on interior woodwork and metal - non-yellowing and tough.



VINYL MATT

A high-opacity emulsion with excellent coverage. This paint's easy application and good flow both help to deliver a smooth, even finish on surfaces. 99.9% VOC Free.



VINYL SOFT SHEEN

A mid-sheen, wipe-clean emulsion that's ideal to use in areas where condensation is an issue - in rooms like kitchens and bathrooms, for example.



SCUFFSHIELD MATT

A tough, water-based matt emulsion paint that contains our best Scuff Resistant Technology. Designed to protect walls against scuff marks being left behind from items such as shoes and bags.



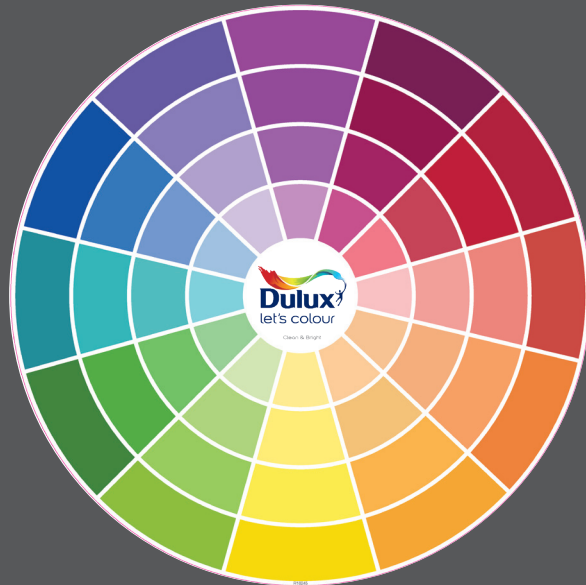
EVOLVE MATT

A professional quality, high opacity emulsion made with 35% recycled paint content. Offers a smooth flow for easy application and excellent coverage.

Colour chart

TAKE THE WHEEL

Our intuitive colour wheel has been designed to help you pick inspiring shades like a true professional



METHOD #1

Opt for a **contrasting** scheme by selecting shades that sit completely **opposite** each other on the wheel. Ranging from playful to energising, consider colour clash for creating impact in rooms like lounges, hallways and kitchens.



METHOD #2

From white and black to grey and beige, neutrals work with any colour, and come in varying levels of coolness and warmth. They are created by mixing two **complementary shades** or a primary colour with white, black or grey – and won't dominate another hue. Just ensure that any undertones within neutrals sit well with the palette they're paired with.



METHOD #3

Choose a coherent scheme that uses light and dark **tones of the same colour**. Simple and soothing, there are no competing or clashing shades, making for uncomplicated and unified rooms. Think tonal to create calming, restful environments.

METHOD #4

Go for a **blended scheme** with colours that naturally flow from one to the other. Rhythmic and harmonious, these combinations are found as **neighbouring shades** on the wheel, and work well for creating a flow between adjoining spaces such as dining and living rooms.



COLOUR LOOKBOOK

Discover our new Colour of the Year Sweet Embrace™ combined with the beautiful shades from its ready-made complementary colour palettes to easily revitalise any home.

OUR WARM COLOURS

These earth tones make the perfect backdrop for north facing rooms.

Exuding richness and opulence, these hues infuse spaces with the welcoming embrace of sunlight, enhancing the overall ambience.



Caramel Latte™

Almost Oyster™

Autumn Embrace

Sunbaked Terracotta™

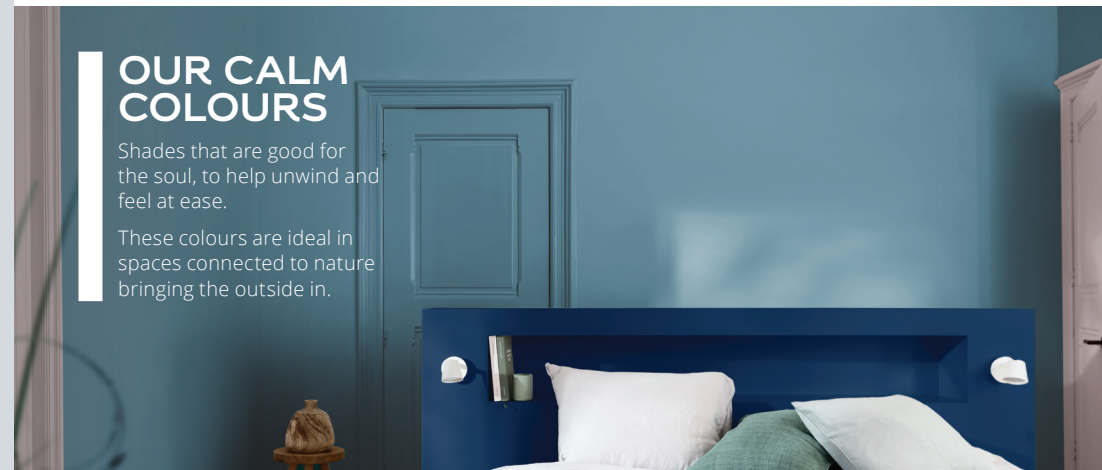
Frosted Papaya

Sweet Embrace™

OUR CALM COLOURS

Shades that are good for the soul, to help unwind and feel at ease.

These colours are ideal in spaces connected to nature bringing the outside in.



Sweet Embrace™

Teal Voyage™

Sapphire Salute



Sweet Embrace™

Honey Nut



Sweet Embrace™

Bright Skies™



Sweet Embrace™

Sandstone

Frosted Papaya



Sweet Embrace™

Dewy Lawn™

Teal Voyage™



Sweet Embrace™

Honeysuckle

Honey Mustard™



Lilac Rose

Sweet Embrace™



Sweet Embrace™

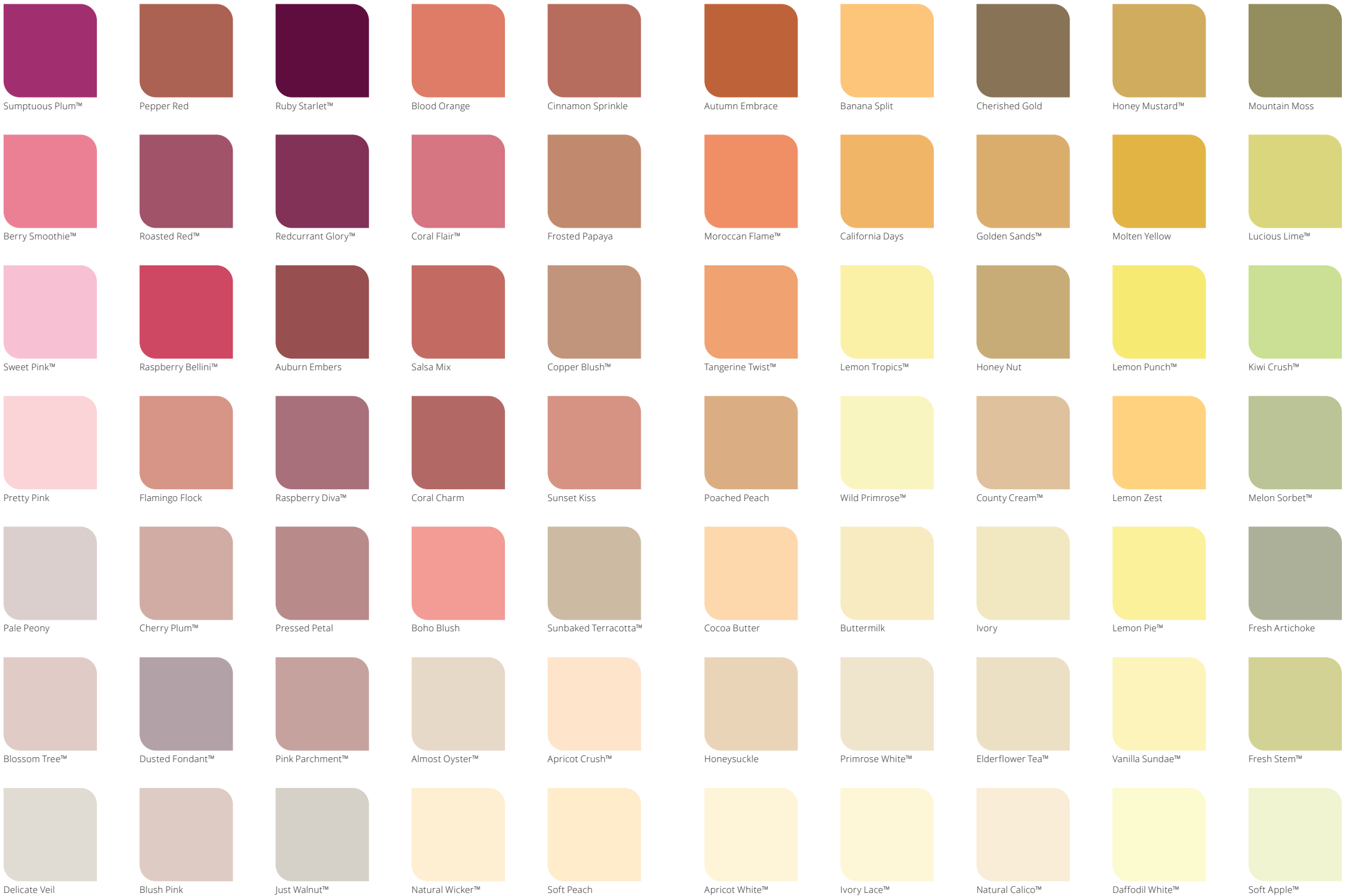
Honeysuckle

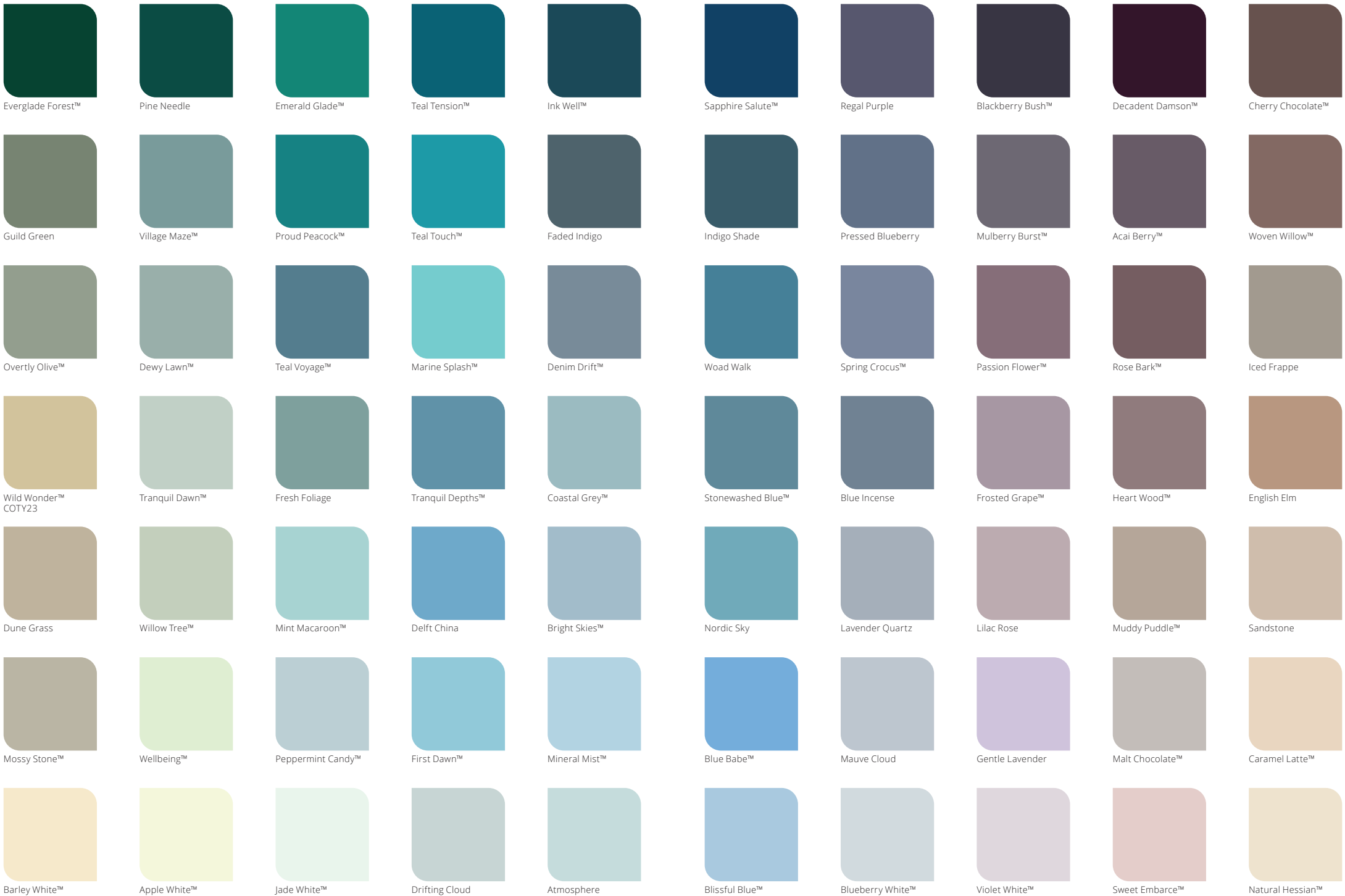
English Elm



Sweet Embrace™

Honeysuckle







Saddle Brown



Pine Cone™



Vintage smoke™



Javelin™



Cannon Ball™



Rich Black



Magnolia



COLOUR OF THE YEAR 2024

**SWEET
EMBRACE™**



Malted Caramel



Urban Walk



Deep Fossil™



Wooded Solace™



Natural Slate



Urban Obsession™



Orchid White™



Cookie Dough™



Fossil Trace™



Goosewing™



Silver Shores



Earl Blue



Warm Pewter™



Gardenia™



Soft Truffle™



Knotted Twine



Pebble Shore™



Perfectly Taupe™



Dove



Chic Shadow™



Fine Cream



Pressed Putty



Gentle Fawn



Egyptian Cotton™



Goose Down™



Misty Mirror™



Polished Pebble™



Jasmine White™



Soft Stone™



Summer Linen



Welsh Flint™



Swansdown™



Frosted Steel™



Grey Wisp



Timeless™



Nutmeg White™



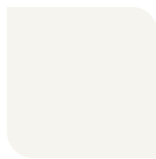
Almond White™



Vanilla White



White Mist™



Rock Salt™



Cornflower White™



White Cotton™

LET THERE BE LIGHT

Adding Light & Space to a wall is the easiest and quickest way of brightening up a dark room.



Frosted Dawn™

Soft Coral™

The Dulux Trade Light & Space range uses revolutionary LumiTec technology that helps to 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 similar hue (colour family) and chroma (intensity of colour).

*The light resistance value is always greater than our conventional emulsion paints but may not reflect twice as much light in every case, depending on the colour chosen.

LIGHT & SPACE COLOUR RANGE



PRODUCTS AVAILABLE



Only available in 5L.
For more information see the product page.



Bright Skies™



► COLOUR DRENCHED BEDROOM

The bedroom is a space for zen, and no colour invites relaxation quite like a soothing sky blue. Dulux Select Decorator Georgie Baker, of Baker's Property Maintenance – together with TV design duo 2LG – went above and beyond here to create the perfect chillout zone with wall-to-wall blue.

2LG chose Dulux Trade's Bright Skies™ for this project. The colour is optimistic and opens up the room with a breath of fresh air. The choice of a nature-inspired shade also provides a comforting feel, with many of us turning to the natural world in times of uncertainty.



With 2LG's specification of the in-vogue colour drench trend – which sees each wall of the room painted in one colour – Georgie has enveloped this room in calm, helping segment it from other rooms in the house and identify its purpose as a place to unwind. The job was carried out in 2LG's Design House, Perry Rise, with Georgie implementing their ideas as part of a collaboration between the pair, Dulux Trade and Dulux Select Decorators to celebrate the launch of Bright Skies™.



Waxed Khaki

Pure Brilliant White

► LUXURY LIVING SPACE

Tasked with giving her client's hallway and living room a lavish upgrade, Dulux Select Decorator Nicola Lewis, trading as Mrs Lewis Decorating, took to the Dulux Heritage range.

She opted for Waxed Khaki from the selection of 112 colours to create a soft, yet statement feature wall to complement its neutral-coloured neighbours. The Dulux Trade Heritage Colour Card is a great tool to use to help decorators and clients guide their colour choices and see what ties in best with their furniture – these can be picked up in store or ordered from:

<https://www.duluxheritage.co.uk/en/products/details/dulux-heritage-colour-card>



The pop of colour acts as a great focal point to the room, while being totally timeless and in-keeping with the house's traditional feel.



WE'RE HERE TO HELP

From product expertise to colour support, we're here to help with your next project.

Get in touch with **Dulux Trade** by calling **0333 222 7070** or visiting **duluxtrade.co.uk** for professional guidance, whether paint specification or colour matching.

Alternatively, drop us a line at **AkzoNobel Technical Advice Centre, Wexham Road, Slough, SL2 5DS**

or follow us on social media.



Supply telephone, email or address details so we can contact you - please allow up to five working days.

Looking for a tried-and-trusted decorator?

Call off the search with our portfolio of quality professionals at duluxselectdecorators.co.uk



Light & Space

Light & Space products feature ground-breaking LumiTec technology that uses highly reflective paint components to reflect significantly more light back into rooms to make them appear lighter, brighter and more spacious.

Special process colours

Special process colours may require additional coats or specific undercoats and are marked with #. For details of the process, contact the AkzoNobel

Technical Advice Centre, or your local Dulux Trade tinted paint stockist.

Water-based paints

Using water-based products not only reduces the impact on the environment, it offers other benefits such as low odour, quicker drying and better colour retention. And with Dulux Trade Quick Dry Gloss and Satinwood there is no compromise on the finish.

Diamond Matt

Full durability develops seven days

after initial application.

Recommendations for cleaning surfaces painted with Diamond Matt can be found on the product datasheet. Please visit duluxtrade.co.uk or call the AkzoNobel Technical Advice Centre on 0333 222 7070 for more information.

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.

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