



# PROFESSIONAL COLOUR GUIDE



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# READY TO DECORATE

## **So you've decided to decorate! 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 may think.



## **Why choose Dulux Trade?**

Choosing your paint products is an important part of the job - regardless of your project size. From the smallest space to the largest project, Dulux Paints Ireland offers superior quality products, service and expertise to get the job done right.

- 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
- All our paints are formulated to give a performance and quality like no other, so whatever colours you choose, you know the result will be exceptional.

# 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.

Why not ask friends and family about decorators they've used and would recommend.

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

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



### Vinyl Matt

IMPROVED FORMULA

High opacity emulsion with a great matt finish for everyday use. The improved in-can consistency gives even better results. Suitable for all normal interior wall and ceiling surfaces.



### Diamond Matt

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



### Vinyl Soft Sheen

For a softer sheen finish, this emulsion is also suitable for use on interior walls and ceilings.



### Diamond Satinwood

NEW PRODUCT

Diamond Satinwood is a tough & durable satin finish that provides excellent protection from scratches, stains and grease. The water-based formulation is designed to be used in high traffic areas, such as corridors, stairways and access areas while having the added benefit of being quick drying with low odour.



### Protective Woodsheen

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



### Diamond Eggshell

Diamond Eggshell offers unrivalled durability and stain resistance in a mid sheen finish which makes it especially useful in spaces with high moisture such as kitchens and bathrooms.



### Diamond Glaze

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



### 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.



### Quick Dry Satinwood

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

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.



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

# CHOOSE YOUR COLOURS

## CHOOSING COLOURS

All of the colour chips are arranged 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 use a colour sampler to try out potential colours where you're planning to use them.







a pull-out guide  
to our colours



# COLOUR OF THE YEAR



Wall: Gentle Moon, Spiced Honey™, Heart Wood™



Walls: **Just Walnut™**, **Soft Stone™**, **Angora Blanket** and **Spiced Honey™**

## GET THE LOOK

For 2019, we've chosen the warm and inviting amber tones of **Spiced Honey** as our Colour of the Year. This colour can be both calming and nourishing or stimulating and energising, depending on the palettes and light surrounding it.

We've suggested some complementary colours that work beautifully with **Spiced Honey**. Find these and more in the centre foldout\*.



Walls: **Angora Blanket**, **Spiced Honey™**, **Soft Stone™**, **Finest Burgundy**. Island: **Finest Burgundy**

\*We recommend using a colour tester to test your colour on the surface to be painted.

# SEE, SHARE, PAINT

## DULUX VISUALIZER

Unleash your creativity and try out colours on your wall using our free app. Using unique augmented reality technology, you can see realistic **Dulux** 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



OVER  
**8m**  
VISUALISATIONS  
TO DATE

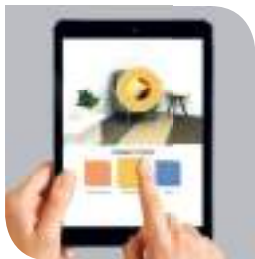




# DULUX VISUALIZER

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 1,800 shades for you to try out.

Alternatively why not visit your local Dulux Trade stockist where you can see more colours on the Dulux colour displays, designed to help with colour choice and scheming, or ask the stockist to scan, match and mix any colour for you.



## TEST YOUR COLOUR

The colours in this guide are available in 250ml tester posts so you can confidently test your choices on the surface to be painted, before the decorating starts.

## TALK TO THE EXPERTS

For more advice on painting tips and products, visit:  
[www.duluxtradepaintexpert.co.uk/knowledge](http://www.duluxtradepaintexpert.co.uk/knowledge) or call our Technical Advice Centre in Cork on: 021 422 0222



# 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. You'll find colour chips for all of them in the centre foldout.



# COLOUR YOUR SPACE

Inspiring schemes  
to spark new ideas

# IN GOOD COMPANY





With family and friends coming and going 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.

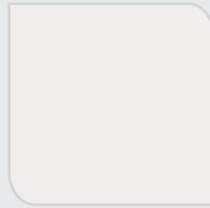
Here the colour palette combines the welcoming warmth of copper with a bold green contrast that inspires energy and life.

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

## GET THE LOOK



Fortune Green™



Grey Wisp



Copper Blush™



White

## BEHIND THE SCENES

### Dulux Trade Diamond Eggshell



Diamond Eggshell offers unrivalled durability and stain resistance in a mid sheen finish, especially useful in spaces with high moisture such as kitchens and bathrooms.



# A STYLISH SANCTUARY





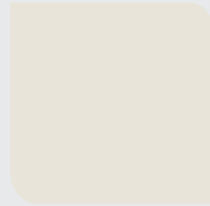
Your living room should be a relaxing place where you can unwind and leave the world outside. A calm and peaceful space where you can be yourself.

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

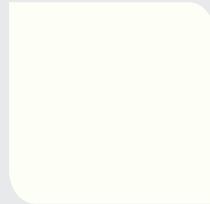
## GET THE LOOK



Overtly Olive™



Egyptian Cotton™



White Cotton™ (Ceiling)

## 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.



# *Inspiring paints that* **PROTECT YOUR HOME**

Unpredictable weather demands more from exterior paint. That's why **Dulux Weathershield** is the most trusted choice for Irish homes.



## **MASONRY**

### **Ultimate Durability Formula**

- Superior flexibility for all weather protection
- Superior dirt and mould resistance
- Superior colour retention
- Fast shower resistance\*
- Protection against cracking and flaking
- 38 Ready Mixed colours on shelf
- 400+ colours mixed in-store



## **EXTERIOR WOOD AND METAL**

### **Weathershield Satinwood**

- 15 Ready Mixed colours on shelf
- 620+ colours mixed in-store

### **Dulux High Gloss**

- 17 Ready Mixed colours on shelf
- 12,000+ colours mixed in-store

## **PREPARATION PRODUCTS**

### **Fungicidal Wash**

- Cleans bare or painted wood and masonry contaminated with mould, algae and lichen

### **Stabilising Primer**

- Treat fully prepared walls that remain powdery or chalky to create the right base before painting

### **Alkali Resisting Primer**

- Prime masonry and plaster inside and out with stain-resisting properties. Also recommended to help seal fire-damaged surfaces.



\*Shower Resistance was carried out in Dulux Paints Ireland laboratories in an environment above 7 degrees celsius - one shower of 80-90 grams of water was sprayed over an area of 1 sq.m.

# REWARDING PROFESSIONALS

## COLLECT POINTS AND EARN FANTASTIC REWARDS



Every Euro you spend on Dulux or any AkzoNobel products builds your Trade Points balance.

### Rewards include:

Fuel & Restaurant Vouchers • Holidays • Gadgets • Golf • Event Tickets  
• Paint Products and many more!

Choosing quality paint and decorating products has many advantages for professionals like you, including a long-lasting quality finish, and satisfied customers. But now choosing Dulux is even more rewarding with the Dulux Trade Points Loyalty Programme (available in participating stores).

Ask staff in participating stores  
for a **Registration Form**  
or sign up online at  
**duluxtradepoints.ie**  
or via the App.



# USEFUL INFORMATION

## 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.

## Lead in paint

All Dulux paints are free from lead. For help and advice on preparing to painting an existing lead paint surface please call the Technical Advice Centre on 021 422 0222

## 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 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

Full durability develops 7 days after initial application. Recommendations for cleaning surfaces painted with Diamond Matt can be found on the product datasheet, please visit [www.duluxtrade.co.uk](http://www.duluxtrade.co.uk) or call the Technical Advice Centre on 021 422 0222 for more information.

## 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 specification and our colour matching services†

Dulux Paints Ireland Technical Department, Commons Road, Cork T: **021 422 0222**

Dulux Paints Ireland Ltd, Tallaght, Dublin 24 T: **01 455 6099**

Email: [marketing@dulux.ie](mailto:marketing@dulux.ie)  
[www.duluxtradepaintexpert.co.uk](http://www.duluxtradepaintexpert.co.uk)  
[www.duluxtradepoints.ie](http://www.duluxtradepoints.ie)



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.

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\* When compared with equivalent solvent based products

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



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