

**Dulux**  
**TRADE**

# LIGHT & *SPACE*



Reflects up to twice the light\*  
to make rooms look and feel  
more spacious and saves  
up to 20%+ on lighting energy





# A brighter way to make a room more energy efficient

Now it's possible to save energy and still have a lighter room.

Energy efficiency is becoming an increasing concern for specifiers as they look to reduce both costs and impact upon the environment. To help resolve this problem, we've developed Light & Space by Dulux Trade. This innovative product not only allows the use of up to 20%† less light energy, but its unique light reflective colour range means rooms appear significantly brighter and more spacious.

## Natural Light

By using Light & Space paint instead of a standard paint with a similar hue and chroma, it's possible to have up to 20%† smaller windows, yet still achieve the same levels of light within the room.

## Artificial Light

By distributing light more efficiently, Light & Space paint also saves energy by reducing artificial lighting. A room can benefit from the same average level of illumination whilst using up to 20%† less lighting energy.

## An example using natural Light

The illustrations show two rooms - both naturally lit. The room decorated with Light & Space paint (bottom) is Absolute White on the ceiling and Moon Shimmer on the walls. The other room (top) is decorated with conventional paint of similar hues. The Light & Space room achieves the same level of illumination, despite using 22%† less light energy. This is roughly equivalent to four rather than five 60W filament bulbs.



*Lux: A unit of visible light power falling on a surface*

† This figure is based on theoretical calculations on pairs of bare rooms of dimensions 4 x 3 x 2.4m where the light incident on all surfaces is averaged. The rooms all have the same mid-grey floor colour (LRV 50). They have a white ceiling and a colour on the walls. In one of each pair these are from the Light&Space range. In the other they are conventional products. The Light&Space and conventional colours have similar hue (colour family) and chroma (intensity of colour). The energy savings will not always equate to 20%. They will vary depending on the contents, dimensions and floor colour of the room and will differ if lighting in particular areas needs to be controlled. The calculated figure varies from 14% to 28% depending on the wall colour chosen. The actual light energy savings achieved in practice may differ from the calculations.

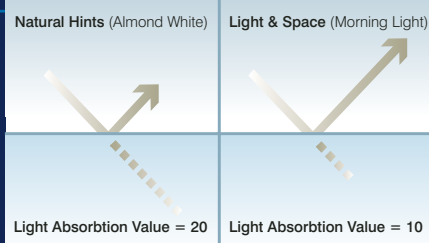


## A solution to energy efficiency concerns

Light & Space paint has been developed specifically to meet growing concerns about the environment. Using a ground breaking new paint technology, Lumitec, which is more reflective and less absorbent of natural or artificial light, the resulting finish maximises the impression of space – giving the room an improved ambience and appearance whilst using up to 20%† less light energy. The range is available in a selection of colours with cleaner tinting – all of which are up to twice\* as reflective as normal paint so that light is distributed around a space more effectively. When applied to the walls in any space, it creates the perception of a lighter, brighter and more spacious room.

### LIGHT ABSORPTIVE VALUES

NATURAL HINTS V LIGHT & SPACE COLOUR OF SIMILAR HUE



### How it works

Dulux Trade Light & Space paint has been produced using ground-breaking LumiTec technology. It uses highly reflective paint components that reflect substantially more light back into and around the room. By reducing the amount of light that painted surfaces absorb, Light & Space paint significantly increases the perception of interior space in addition to saving energy.

### How it compares

In tests to compare light absorption values, walls decorated with Light & Space paint absorbed 10% of the visible light compared to a conventional emulsion from the Dulux Trade Colour Palette which absorbed 20%.

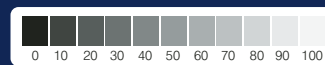
### Dulux Trade Colour Notation

The colours we see depend on three factors: hue, light reflectance value (LRV) and chroma.

For example:  $\frac{30\text{BB}}{\text{HUE}} \frac{08/263}{\text{LRV CHROMA}}$

#### Hue:

The colour family



#### Light Reflectance Value (LRV):

The lightness or darkness of the colour  
The higher the number the lighter the colour



#### Chroma:

The intensity of a colour  
The higher the number the more intense the colour



**AkzoNobel**  
Tomorrow's Answers Today

**Dulux**  
**TRADE**

\*The light reflectance value is always greater than our conventional emulsion paints with similar hue (colour family) and chroma (intensity of colour) but may not reflect twice as much light in every case, depending on the colour chosen.

*Now lighter doesn't have to mean whiter*

## Meeting the needs of the professional

The Light and Space paint range is designed to make the specifier's job much easier – offering extra features and benefits to better meet the increasing demands of the industry

Feature	Benefit
High LRV (Light Reflectance Value) reflects up to twice* as much light	Makes rooms appear lighter, brighter and gives an enhanced feeling of space. Uses up to 20% less lighting energy
Matt finish	Attractive, more aesthetically pleasing finish
New high LRV white	Allowing lighter wall colours whilst still meeting visual contrast for the visual impaired people
Patent pending ICI technology	Delivers high LRV colours, not previously available

## A choice of colours

The Light & Space distinctive and innovative colour range means that for the first time you're not restricted to using white paint to brighten a room. Now you can choose from a wide palette of 26 harmonious colours and white – from the palest of yellows to cool, calm aquamarine.

## An attractive durable finish

### Diamond Matt

Dulux Trade Diamond Matt is the result of a breakthrough in waterbased technology.

A tough and washable matt finish with excellent durability and stain resistance.

- Tough, scrubbable matt finish
- Wipes clean, stays matt
- 10x tougher than standard matt paint
- Available in 27 colours including Absolute White



**A simple way to make rooms  
feel bigger,  
lighter and brighter**

# LIGHT & SPACE

**lightens up a gloomy office**



## **Case study: Northgate House**

Light & Space by Dulux Trade has been used to transform the gloomy surroundings of an office facility in Slough - UK. The paint's specialist Lumitec technology reflects up to twice as much light\* - so rooms that were starved of natural light are now brighter, fresher and more comfortable to work in.

Northgate House is used by an IT division, where employees tend to work intense, unsociable hours. Interior Designer, Jenni Little, was given the task of colour scheming a group of offices and break out areas which would be used up to 24 hours a day.

There were a number of considerations. The offices themselves are situated across two floors, the ground floor of which is below street level. Although each room has full sized windows, the influx of light is restricted by a steep slope to the main street and a perimeter hedge, which the building owners did not wish to cut down.

The desk configuration is busy, and the scheme needed to fit in with existing dark teak furniture. Due to the very nature of the business each room is dominated by computer monitors, and the rooms desperately needed as much ambient light as possible to ensure the overall look wasn't just screens 'peering out' of the gloom.

Light & Space was an ideal choice. The product uses a combination of more reflective paint components and cleaner tinting recipes to reflect up to twice as much light\*, giving the impression of a lighter, brighter and more spacious room. Jenni Little specified Light & Space in blue and aqua to create a soothing atmosphere, fitting for an intense working environment.

"As the employees spend almost 100% of their working day in front of a monitor it was essential that their surroundings felt calm and unobtrusive," said Jenni. "We also wanted to make as much use of natural light as possible, so Light & Space was an ideal choice as it enhanced what little light there was available to full effect."



## Providing all the support you need

Light & Space from Dulux Trade is part of a range of products and services designed to meet the needs of the professional specifier. As part of this we offer a complete and comprehensive range of professional support services.

### Site Surveys:

Dulux Trade Specifier Account Managers can carry out a full site inspection. This will include assessment of the current condition of surface coatings, help with identification of difficult substrates and advice on extending maintenance cycles.

### Specification Writing:

Dulux Trade offers full specification support tailored to your individual requirements. This will ensure that correct preparation is highlighted and the products specified are the most appropriate for the location, environment and substrate type.

### Site Visits:

During the course of the work, if required, site visits can be made to ensure that work is being carried out correctly and in accordance to the specification.

### Report to Project Owners:

the work in progress and thus keeping control of events is equally important. The Dulux Trade Specifier Account Managers will ensure that Property Managers are kept closely informed about the status of all work in progress. A critical element of any project is minimising down time. Knowing the status of the work in progress and thus keeping control of events is equally important. The Dulux Trade Specifier Account Managers will ensure that Property Managers are kept closely informed about the status of all work in progress.

### Colour Service:

Dulux Trade Specifier Account Managers can offer help and advice on colour and colour scheming

### Health and Safety:

We can help and advise on Health and Safety issues relevant to the use of Dulux Trade products.

THIS BROCHURE HAS BEEN PRINTED ON RE-CYCLED PAPER

# LIGHT & SPACE

**Reflects up to twice the light\* to make rooms look and feel more spacious and saves up to 20% on lighting energy**

For all advice and product information, please visit us at:

[www.duluxtrade.co.za](http://www.duluxtrade.co.za)

By email: [info@dulux.co.za](mailto:info@dulux.co.za)

Or contact our

Technical Service Department on:

0860 330 111



**AkzoNobel**  
Tomorrow's Answers Today

**Dulux  
TRADE**

Dulux, Dulux Trade, Light & Space, Lumitec, are trademarks of AkzoNobel N.V