

Dulux Trade Newsletter

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AkzoNobel

Adding Colour to People's Lives



Marking a decade of transforming local communities with 'Let's Colour'

It's ten years since we first launched our global "Let's Colour" initiative. It was introduced to show how the power of paint can transform lives by uplifting communities, changing behavior and making living spaces more fun, livable and enjoyable. In recent years, it has also been expanded to include training and development of the more vulnerable people in our society.

[Read more](#)

Dulux Wins Kasi Star Award

Dulux remains firm township favourite in the annual Kasi Star Brands Awards'

Dulux has been named the most loved paint brand for the eighth consecutive year, in the Kasi Star Brands Awards. Hosted by Ask Afrika, South Africa's largest independent market research company - Dulux has scooped the title of Category winner brand for the 2020/2021 benchmark.

The coveted award celebrates Kasi Star Brands who are crowned worthy of a special place in the hearts and minds of South African township residents, irrespective of living standard and background. Defined by "solus usage", which means consumers are loyal to only that specific brand within its product category.

We are really proud to have retained this prestigious title for eight years in a row. South Africa has a vast and diverse market and we know that there is no one approach to reach the market. We are humbled to know that our marketing strategy and efforts, backed by quality products, have yet again met the mark and won over consumers' hearts," says

Nathalie Sweeney, Marketing Director - Decorative Paints Sub-Sahara Africa.

The survey measures brands across a total of 163 categories, and the brands with highest overall scores per category were identified. A robust sample of 7'794 South African township consumers that represent 10'562'000 consumers have voted with their wallets and hearts.

"At Dulux, we always strive to provide our innovation and technology to all consumers through our wide range of products and resources. We're grateful for our kasi consumers' consistent support and will continue to bring even

more colour to people's lives for years to come," concluded Sweeney.

All Kasi Star results were independently audited by auditing firm BDO and statistical expert Dr Ariane Neethling.

For more updates and colour inspiration please visit the Dulux social pages [Facebook](#), [Twitter](#) and [Pinterest](#) or [Instagram](#).



Dulux Trade Sterishield

When you are looking for hygiene paint, one needs to be confident that it will perform. With the Dulux Trade Sterishield you can be confident.

Sterishield is an exceptionally durable, washable range of hygiene paints containing an active silver bactericide (Anti-Bacterial).

Infection prevention has become increasingly critical for us all, at home, work and in our communities. When combined with ordinary hygiene practices, Dulux Trade Sterishield can stop bacterial growth and promote a hygienic environment.



Product Features and Benefits

- Anti-Bacterial
- Tough, Scrubbable & Stain Resistant
- Contains an Active Silver Bactericide
- Promotes a hygienic environment
- Low VOC – Better for the environment
- Suitable for interior walls & Ceilings

Available in a Matt and Eggshell finishes.

For your hygiene paint needs, choose Dulux Trade Sterishield.



Book your training today!

Contact your local Dulux Specifier to make a booking.



Dulux Presents
**ONLINE CPD
COURSES/
TRAINING**

We offer the courses below

COLOUR IN THE BUILT ENVIRONMENT

Choosing colour can be quite inspirational!

Learn about the importance of colour, how we see and perceive colour and the language of colour.

COLOUR AND CONTRAST

Explore the concept of maximising the use of colour and contrast, without compromising on aesthetic appeal in public area interior design.

SUSTAINABLE CHOICES IN DECORATIVE COATINGS

This course outlines the key issues that are involved in choosing a sustainable paint and the wider impact of the decorating process on the environment.

Each course is worth 0.1 of a Category 1 point and it is 1 hour in duration. Contact your local Dulux Specifier to make a booking!

BOOK YOUR TRAINING TODAY!

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