

News Desk

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AkzoNobel

Dulux EasyCare



Dulux EasyCare® - our exceptional washable & tough matt interior wall paint.

More than a year ago, Dulux EasyCare with StainResist Technology was introduced to make sure that life's little spills did not become an absolute nightmare to clean.

The unique StainResist Technology built into Dulux EasyCare repels typical household liquids such as wine, juice, soft drinks, coffee and mud thus making sure that a home stays beautiful for longer as life takes its course.

Not only is Dulux EasyCare ultra-washable but it's also 20x tougher than conventional interior matt wall paints and allows easy clean up time after time. This toughness renders Dulux EasyCare ideal for hard working spaces such as living rooms, dining rooms, hallways and children's rooms.

In just over a year, Dulux EasyCare has grown to become a solid range within the Dulux portfolio offering interior wall protection like no other. Scuffing and spills are handled with ease with Dulux EasyCare.

See the Dulux EasyCare ad on TV this season and follow us on [Facebook](#) or [Instagram](#) for more.





Dulux Trade is a leader in product solutions for professionals catering for Green Building requirements, specialist applications and high performance durability paint systems. For more information, contact us on 0860 330 111.

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Picture it, over 800 000 downloads in 5 Years of the Dulux Visualizer app

In August 2015, Dulux South Africa revolutionised the way we see colour. The only guarantee when undertaking the paint process is choosing the right colour.

This is the most daunting task that would challenge even the most confident of DIY enthusiasts. Armed with our mission of Adding colour to people's lives™ our aim was to simplify the paint process in a way that only a leading colour authority can achieve.

A massive target of 250 000 downloads within the first year of launch, Dulux Visualizer app aimed to revive the feeling of excitement when choosing the perfect colour and rebooted consumer confidence with a few clicks.

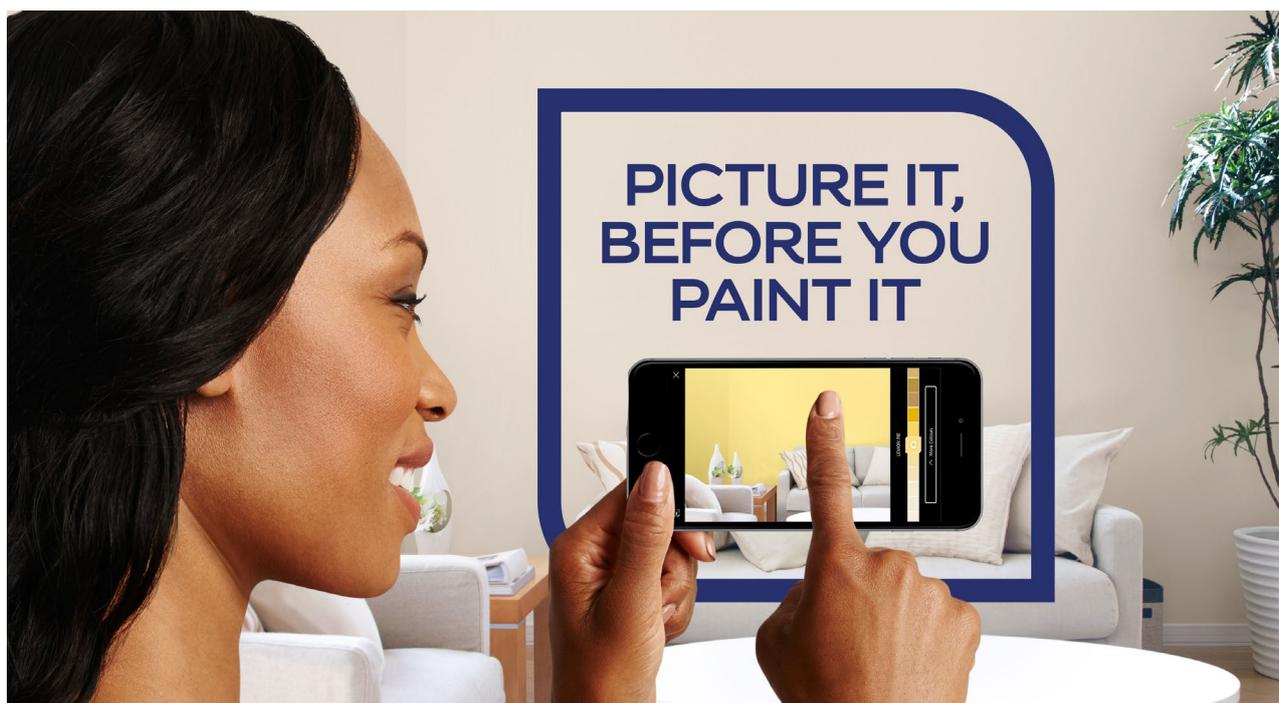
Using augmented reality technology, – first of its kind in SA – before that people could merely colour a picture and not see things live'; Visualizer displayed Dulux paint colours instantly on their own interior walls. A tap of the screen opened a choice of different colour impressions and combinations, product information and the paint calculator-the decision became easier in the comfort of your home. Investments in research and data driven insights continue to drive improvements in functionality and user experience.

Dulux Visualizer app achieved over 150 000 downloads in 5 months from launch and even ranked as number 1 Lifestyle App in South Africa on both Google and iOS stores platforms. Despite competitor attempts to close gap, downloads continue to rise well over 800 000 downloads and growing in 2021! Happy 5th anniversary to Dulux Visualizer and to many more downloads. Picture it. Before you paint it.



Download the Dulux Visualizer app

Disclaimer: Dulux Visualizer supports the listed smartphone operating systems only. **Android-6,7,8,9 and iOS-11,12,13, 14**



Download the new Dulux Visualizer to help make the right color choice together

Download for free:



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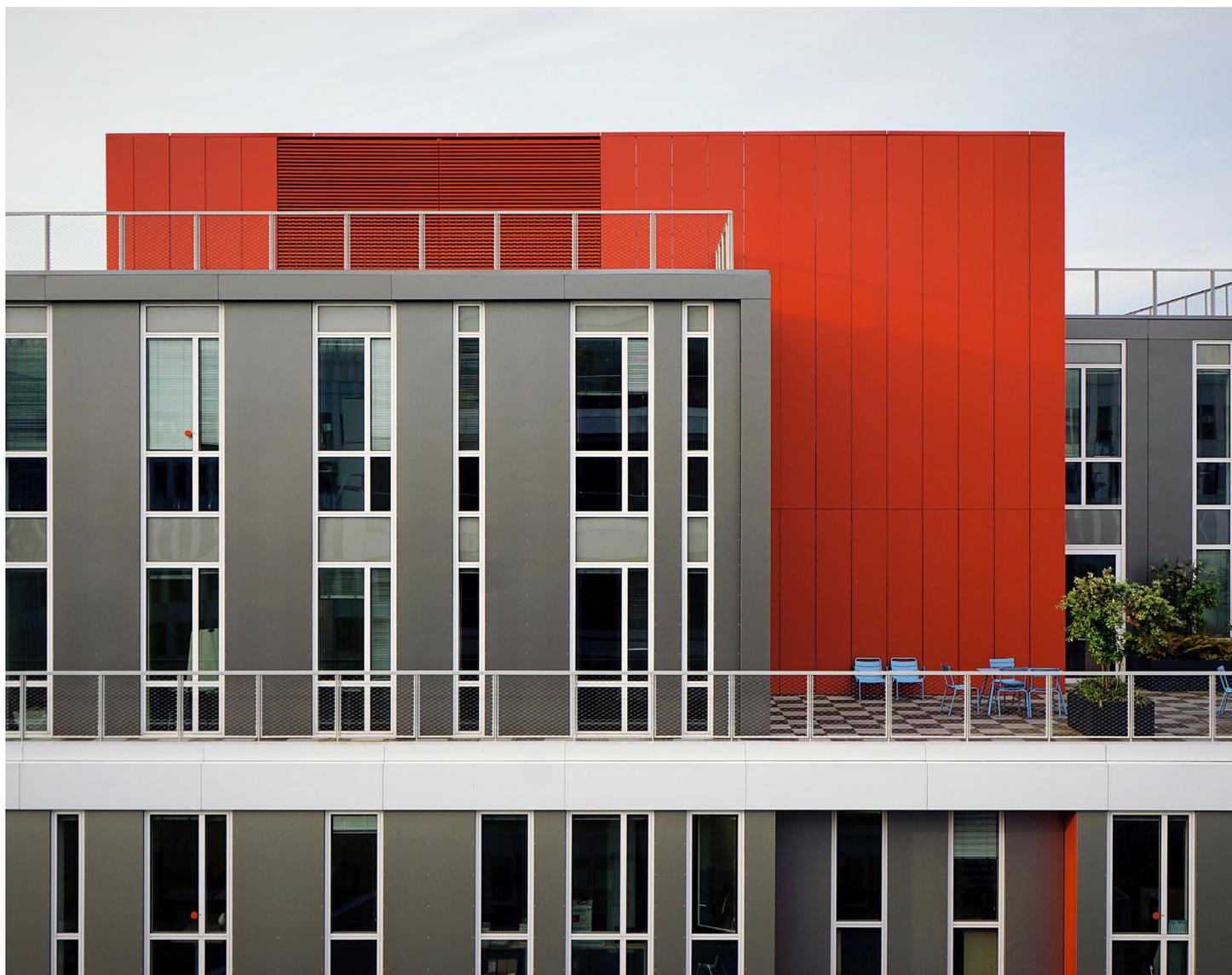
The weather doesn't stand a chance

Protect your exterior walls with Dulux Trade Weathershield, a premium quality paint with a mid-sheen finish to keep your exterior paintwork looking great for longer. Its unique formula withstands various weather conditions, with outstanding dirt resistance capabilities and an exceptional spread rate of up to 14m² per litre.

With Mouldex™ – mould resistant properties - Dulux Trade Weathershield prevents the growth of mould and fungus, allowing for applications for interior bathroom and kitchen ceilings where mould resistance is required.

- Available in a variety of colours from the Dulux Colour System
- Available in 5L & 20L packs size

For more information contact us on 0860 330 110 or visit our website at www.duluxtrade.co.za



CF21 Expressive Colour Palette

Four colour palettes feature the Dulux CF21 colour of the Year - Brave Ground™. In this edition, we feature the CF21 Expressive Colour Palette.

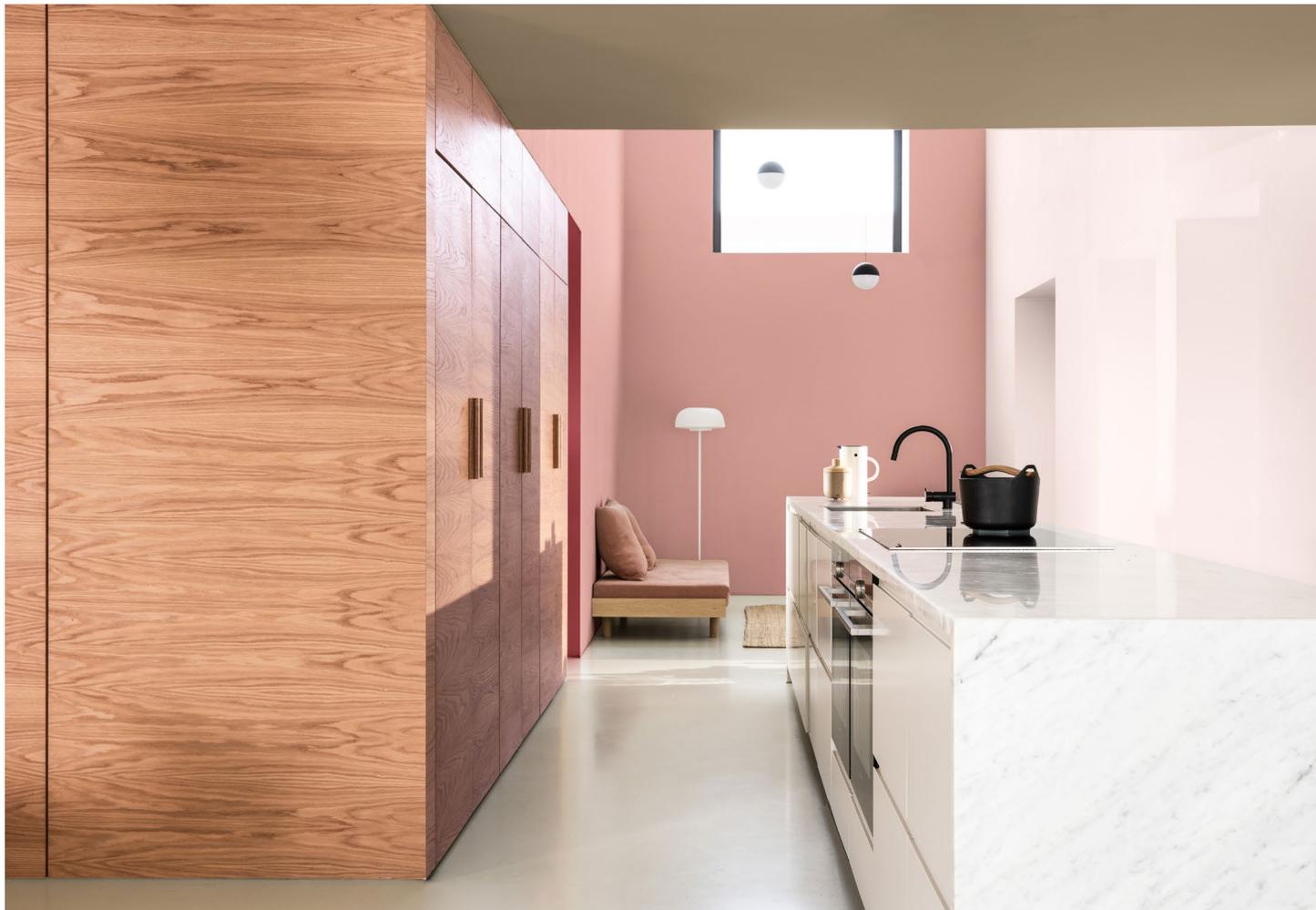


This colour palette stands out for its juicy shades of reds and pinks as these add vitality to a space. The bold reds and softer pinks bring warmth and personality and give scope for unlimited creativity and crisp zoning.

This palette is ideal to add a personal stamp to a residential or hospitality project and bound to ignite creativity and imagination.

It's a palette that energises and surprises with pops of colour yet is delightfully held together with grounded neutrals – one being Brave Ground™.







For more information visit our website at <https://www.dulux.co.za/en/dulux-colour-of-the-year-2021>



For Literature requests, downloadable datasheets, information and advice call us on 0860 330 111 or visit our website at www.duluxtrade.co.za

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