

News Desk

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Dulux Unearths Courage as the 2021 Colour of the Year

Dulux - manufactured by AkzoNobel, has launched the Colour Futures™ 2021 Colour of the Year and palettes to set the tone for the year ahead.

After extensive trend research by AkzoNobel and external experts around the world, Brave Ground has been revealed by AkzoNobel's Colour Futures™ - as the Colour of the Year for 2021. The colour can be used with its complementary palettes and techniques to bring balance, stability and courage into our surroundings.

For the 18th year running, leading design professionals from all over the world were invited by AkzoNobel's Global Aesthetics Center to explore global design and lifestyle trends

to capture the mood of the moment in the Colour of the Year and the ColourFutures™ 2021 palettes.

"It's been challenging this year to transform the key global trends into inspiring colour palettes. We've seen unprecedented global change, with all of us facing experiences that feel out of kilter with the modern world. At the same time, we've rediscovered more positive things: solidarity in communities, strangers' generosity, and the realisation that together we can do extraordinary things. We're finding the courage to pick ourselves up and move forward. Our homes provide a sanctuary: a place to restore, repair and recalibrate ourselves on the road to recovery." says Heleen van Gent, Creative Director of AkzoNobel's Global Aesthetic Center.



"This warm, natural Colour of the Year provides a strong foundation for embracing change. Brave Ground connects us back to nature and the simple things. It stands on its own as a beautiful, powerful neutral and can be used in a way that allows other colours to shine. Earthy and empowering, it evokes security, growth and potential to help us create environments that fill us with courage", says Dulux Colour Expert, Palesa Ramaisa.

The four-colour palettes built on Brave Ground take this neutral shade in very different directions.

Responding to specific needs, each one allows consumers to confidently express themselves with colour:

- The Expressive colours palette stands out with shades of reds and pinks that are balanced by soft neutrals – granting the courage to be yourself
- The Trust colours palette brings together earth tones from across the globe to encourage collaboration and a sense of community – offering reassurance in connection
- The Timeless colours palette celebrates the old and the new with yellows, ochres and soft neutrals – lending inspiration to build on the past
- The Earth colours palette connects us to the natural world with blue, green and brown echoes of the sea, the sky and the soil – giving us the courage to adapt

"True to our reputation as South Africa's most loved paint brand (Global authority in decorative paints), we are proud to unearth the 2021 edition of ColourFutures and the 2021 Colour of the Year - Brave Ground for non-SA Markets. As a business we've certainly tried to embody the spirit of this year's colour by embracing the courage to change during these uncertain times. We hope that Brave Ground in turn stirs up courage in the spaces that people live and play in." says Nathalie Sweeney, Marketing Director Decorative Paints Sub Sahara Africa.

International Day of Clean Air for Blue Skies



On the 7th of September 2020, we witnessed the first International Day of Clean Air for Blue Skies.

Blue skies are an indication of clean air and a healthy environment while pollution causes illness and, in instances, can lead to the loss of life.

International Day of Clean Air for Blue Skies not only raises awareness of the benefits of clean air on health, productivity, the economy and the environment but also demonstrates the link between air quality and other environmental challenges such as climate change and Sustainable Development.

Clean Air for Blue Skies also promotes and facilitates solutions that improve air quality by sharing best practices, innovations and success stories.

We are proud to affirm that we play our part in promoting clean air through a selection of green products available in the Dulux Trade portfolio. These products are suitable for clients seeking sustainable solutions and aspiring to Green Star ratings.

Financial advisor, Deloitte's new R1billion Green Star rated headquarters in Waterfall City South Africa is coated with Dulux Trade. With a capacity for up to 5,000 employees, this contemporary building consists of a ground floor, six stories and four levels of basement parking.

Let's do our part in reducing air pollution and bring change in our lifestyles, offices and homes with sustainability focused paint solutions from Dulux Trade.



Creating an inspired home workspace

With many of our homes making their live debut on video conference calls all over South Africa, you might find just a little more motivation to tackle that home office makeover that you've been planning to do. Even though you now have the time to tick things off that back-burner check list, starting a project like this can still feel daunting.

To help with a bit of fresh inspiration Dulux South Africa Colour Expert, Palesa Ramaisa, shares some of her advice to get you started.

One step at a time

Palesa's first step to creating an inspired workplace is to clean and declutter your space. A clean space with order makes for a clear mind and better functionality. With a blank canvas to work with you can now move around some elements to create something new and different. Now is the time to rearrange your space



to avoid boredom but also mainly to get you excited about your new situation and reality. Add some greenery and embracing natural light by setting up close to a window not only makes one feel closer to nature, but it also helps up productivity levels.

Colour can play an important role on your mental state, depending on your needs colour can play a huge role in boosting concentration, productivity and creativity. Palesa says that greens are a great start given the current situation. It's said to be the shade that creates balance and growth and now would be

the time to really let the outdoors in. It also can stabilize emotions given the uncertain times that we are currently living in, creating great balance between the head and the heart.

"Go outside in your garden and pick a few plants if you have never been a plant person, this will create balance and inner peace once incorporated. Softer shades of blue also help create a very tranquil space which can promote mental relaxation," says Palesa.

Palesa's suggested Dulux colours



Big Chill™

90BG 72/063



Aviator Silver™

30BB 62/044



Tranquil Dawn™

45GY 55/052



Denim Drift™

87BG 27/077

Smart spaces

For those who are limited in space – it is best to try keep your colour selection neutral. Cool neutrals with blue and green undertones offer a fresh look and feel while warm neutrals with yellow and orange undertones will create a homely comforting feel. Clear out the entire space and start with the bigger solid items such as your tables and chairs add in a rug should you have one lying around, to ground the space that you are working with and then you can slowly start adding harmonising shades this will create a more layered effect which translates into a more balanced aesthetic. Palesa recommends the use of blues which tend to give the illusion of a more open, airy and peaceful space. It is one of the most versatile shades.

If you are using a dual space like a common area nook or guest room, neutrals are still the best shades that one can opt for.

“We are all different and react differently to colour so try make dual spaces neutral with soft pastels that add dimension but that don't overwhelm the space in any way. Rather focus on decorative elements when it comes to bright bold shades, these can easily be switched out once you get tired of certain shades with better ease.”

Art, function and comfort

More and more people will be looking to create a very comfortable home office space that is functional and that can be moved aside easily if need be. For those of us with limited space we may opt for multi-purposeful furniture elements – such as a great, stable dining table that can serve as both a great work space but also has the versatility to serve as a relaxing setup once you switch off from

work. Important to keep in mind is how well positioned your workspace is. Try to set up as far away as possible from your bedroom, comfy couches or the fridge, all these elements may tempt you to take way too many breaks throughout the day.

Paint techniques are also a fun way to spice up an existing home office. Palesa suggest that you consider more organic shapes that can create a space that feels free and fluid, this technique is also more forgiving and doesn't require having an artistic edge to achieve. It is also a fun way to add some life to a rather dull space.

For extra flair, stencils are a great way to get people started, if this is something that works for you, go as far as creating your own as a challenge – but also to help you explore what appeals to you. Free form wall art is something that one can also consider.

Keeping it easy on the eyes and budget

In today's tough economic times, you can still create a space that you love by starting small. The best way would be rearranging your furniture. Although this could be limited, the change that this simple step could bring can be really rewarding.

“Look into what you currently have, this step helps declutter and repurpose some elements that have been gathering dust. Put these elements aside and let your creative juices flow – there's nothing a fresh layer of paint can't fix!” says Palesa.

If you do have funds for an investment piece, chairs are something a lot of us are going to improve going forward. We previously spent less time in our home

office setups we were rather unaware of how uncomfortable or comfortable our current spaces are. Going forward Palesa thinks that people will make more of an effort to purchase better quality staple pieces and refresh them with paint even if they have never thought of painting to bring life into their interiors before.

When looking at an essential set up, make sure that this space is comfortable and inspiring. If you are the type that thrives from visuals use up your current free time and DIY some mood boards of elements that inspire you and could serve as wall art during this period. This is an inexpensive project that stimulates creativity and empowers people to create something that can give them pride while keeping them busy with the family.

Less is more

2020 has seen a huge movement towards minimalism and Palesa believes that it will always be a huge movement in the design space. This way of designing creates clarity and follows the form follows function principle which makes for functional and well thought out spaces. Individuals are also becoming more and more conscious when it comes to finishes right down to how much “stuff” we also own and never use.

“Decluttering has become essential and consumers can do this with ease, focus on what you need and not so much what looks great but serves zero functionality. With this being said don't just throw out everything create heaps of elements that you can sell, donate or DIY and repurpose,” she concludes.

No matter your budget or style, these design tips are sure to spark envy on your next call.

Dulux Wins SA's loyalty in Icon Brands Survey

Mzansi has voted leading paint brand Dulux, as the category winner in market research company, Ask Afrika's 2020/2021 Icon brands survey.

The Target Group Index (TGI) Survey hosted over 25 000 interviews where the Icon Brand results are sourced from.

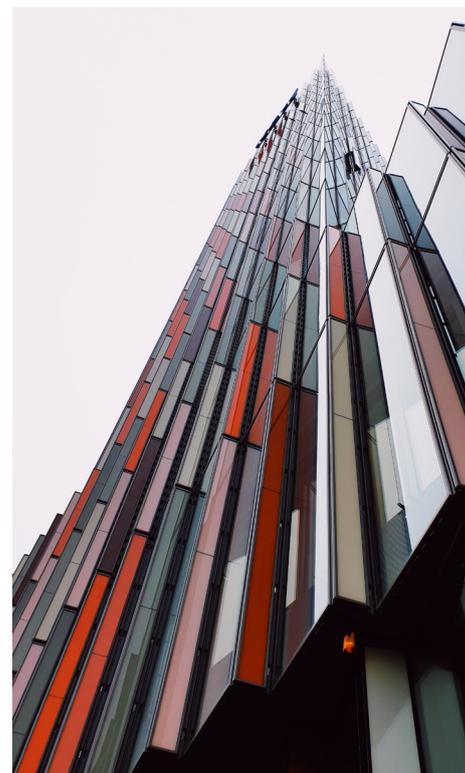
The robust sample size which represented 26 990 000 adult South African consumers, named Dulux as a brand which united the nation and was most loyally used within the Paint Category.

"At Dulux, we strive to provide world-class innovation and technology to our

consumers. We are grateful to have won over the nation's hearts once again after this tough year for South Africa and the rest of the globe. We draw much of our inspiration from this beautiful nation and are greatly honored by this award as we serve our passion to add colour to people's lives," says Nathalie Sweeney, Marketing Director Decorative Paints Sub Sahara Africa.

In addition to identifying Icon Brands, the survey also ranks brands across 237 product categories.

It is the largest of its kind in South Africa it boosts 19 sectors, hundreds of product categories, and thousands of brands included in the measurement. Dulux wins category winner for the 10th consecutive year.



Dulux Trade Ecosure Matt

At Dulux, we take sustainability seriously, which is why we have an ambition to reduce VOC emissions across our product portfolio. VOCs (Volatile Organic Compounds) are solvents which readily evaporate, contributing to the formation of greenhouse gases in the atmosphere. They increase a product's environmental impact and are found in higher levels in solvent-based paints.

Our Dulux Trade Ecosure Matt is a premium paint that has a positive sustainability impact. Formulated for interior walls and ceilings, Ecosure Matt provides excellent coverage and application, whilst maintaining the highest possible standards of quality and performance.

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



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