

Press Release
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Colour Trends Revealed by Crown Paints

The 2011 edition of Crown Paints' Colour Influences has been launched – featuring vibrant colours, inspirational finishes and different textures to offer a personalised effect for public spaces, commercial environments and retail areas.

Produced by The Crown Paints' Colour Panel – a team of nine creative experts from backgrounds including design and architecture – the influences were unveiled at London's Chiltern Studio and will go on to inspire Crown Paints' portfolio across the professional sector.

The panel pinpointed a range of trends, including the *Natural Primary* palette – inspired by nature and focused on greens and reds – with wood stained in light natural tones, complemented by softer shades and light textures.

Other trends included the contemporary *Paper* palette, emphasising contrasting shades, whilst *Amethyst* centred on mineral colours from nature – and *Space* created a metallic age, high technology feel.

Vernon Kinrade, Crown Paints' Specification Sector Support Manager, said: "Crown continues to lead the way in colour forecasting. Expect to see these influences finding expression in a wide variety of commercial environments, including hotels, retail centres, offices, restaurants and public spaces.

"Ultimately, colour in the commercial environment is becoming more dynamic, individualistic and experimental.

"We are seeing a definite change in the way colour is viewed by the industry, including architects, interior designers, facilities managers and specifiers – the choice is becoming more personal."

Crown Paints offers specifiers a dedicated Colour Service, offering a range of features including the Bespoke Colour Scheme service for high value projects, which provides a visualisation programme for clients using CGI software. Face-to-face consultations and interior schemes utilising computer aided design are also provided.



Vernon added: "Crown Paints' systems for specifiers, namely our Crown Trade interior range, Sadolin woodcare and Sandtex Trade exterior solutions, deliver the necessary performance and durability characteristics for a wide range of environments, with a wide selection of colour choices and textures.

"Although colour is a personal choice, professional help can pay dividends to create an inspired environment. Aside from colour, it is important high quality paint is selected to ensure a durable and longer-lasting result, to maintain an attractive finish – and the Crown Paints Colour Service can help specifiers get the best aesthetic and performance solution for their project."

Ends



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