



# Paints



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## Dulux Trade Unveils Inspirational Weathershield Colour Resource

***As a renowned authority when it comes to colour, Dulux Trade understands that successful painting projects start with effective colour selection. However, the scale of exterior projects can often make choosing and combining colours daunting, even for professionals. With this in mind, Dulux Trade has unveiled a brand new Weathershield Professional Colour Guide for its premium range of exterior coatings.***

The sleek new resource has been designed as a tool to help professional applicators, and their clients, create exterior colour schemes with confidence. With inspirational imagery and carefully selected tones for masonry and external trim, the new guide brings colour into context, showing how the effective use of different tones can enhance the aesthetic appeal of a building.

With the expertise customers have come to expect from Dulux Trade, colours have been organised by hues, such as 'Greens and Emeralds' and 'Neutrals and Stones', ensuring different shades are quick and easy to locate. What's more, each palette is accompanied by suggestions for complementary accent and trim shades, making it easy to see which colours work together tonally for exceptional results.

Each colour in the guide has been given a descriptive and memorable name, making selection and ordering simpler across the Weathershield Masonry and Exterior Trim range.

Additionally, the new Professional Guide features a pull out spread with fifteen pre-made schemes and advice on successful exterior colour scheming. Developed by the experts at Dulux Trade and drawn from classic and contemporary trends in exterior colour, the suggested schemes help professionals create an attractive look for any property.

Rachel Toolan, Dulux Trade Weathershield Brand Manager, comments: "When it comes to selecting exterior colour, the best schemes are simple but effective and blend well with neighbouring properties. The guide aims to simplify the exterior colour category for industry professionals, ensuring they are confident when it comes to advising customers of the best shades to use to create a premium finish.

"We specifically wanted to create an inspirational and visual tool for professional applicators and their clients that would help them to create exterior schemes in keeping with the property and its environment", says Rachel.

The Weathershield portfolio provides professionals with a comprehensive solution when it comes to exterior decoration. The products offer unrivalled protection for exterior masonry in even the most extreme weather conditions, meaning that professionals can be confident in delivering significant long-term cost savings to their clients.

For more information on the Dulux Trade Weathershield range, or to order a copy of the guide, visit [www.duluxtrade.co.uk](http://www.duluxtrade.co.uk).





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**Notes to editors:**

ICI Paints AkzoNobel is the world's leading decorative coatings company and number one in the world for decorative paints and performance coatings. Its portfolio includes market-leading brands such as Cuprinol Trade, Dulux Trade, Glidden Trade, Hammerite, Polycell Trade, and Sikks.

ICI Paints AkzoNobel is continuously working to develop new and differentiated products and services to meet customer needs, and is the leader in environmental sustainability. Experts in colour with an unrivalled colour range, the company ultimately offers specifiers, contractors and decorators the support they need to do a great job.

The company's leadership in formulation science, combined with its commitment to improve the environmental footprint of its products throughout their life cycles is the perfect combination for the journey 'Step Towards Greener'. Although decorative coatings contribute less than two per cent of the total amount of VOCs emitted in the UK, ICI Paints AkzoNobel is at the forefront of implementing the new regulations regarding VOCs which came into force in 2010.