



Press Release
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Free Digital Colour Palette from Dulux Trade

Dulux Trade provides easy access to 2,000 shades of paint with the launch of a free colour palette software, available from the company's official website.

Dulux Trade is helping architects and designers to bring colour to life with the launch of a brand new, free digital resource that downloads every single shade in the Dulux Trade core colour palette directly into an existing design software package.



The new colour tool contains all 2,000 shades from the popular Dulux Trade Colour Palette 4 fandeck, allowing specifiers to select real Dulux Trade colours in their digital designs. Synchronising seamlessly with popular digital design packages, including Photoshop, Autocad, Architcad and Sketchup, the smart colour 'plug in' spells the end for complicated colour conversions between the design and specification stages. The new digital colour tool is a completely free resource which can be easily downloaded from the Dulux Trade website. Architects and designers can also order the free Dulux Trade Colour Palette 4 fandeck online for use in conjunction with the enhanced software.

The Dulux Trade plug-in also contains a smart colour selection tool to help build palettes of coordinating shades for stunning bespoke colour schemes with minimum effort every time.

Visit www.duluxtrade.co.uk/digitalcolourpalette to download the new Dulux Trade Digital Colour Palette and view a full list of compatible design software, or call 0870 242 1100.

Ends

Press enquiries to:
Ruth Harman or Laura Mashiter at Tangerine PR
Email: ruth.harman@tangerinepr.com/laura.m@tangerinepr.com
Tel: 0161 817 6600



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 Sikkens.

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 will come into force in 2010.