



We protect and
beautify the world™

DULUX Paints by PPG Announces Colour Trends for 2018: Start off New Year with Bold, Elegant Hues for Glamorous Home Design

01/03/2018

TORONTO--(BUSINESS WIRE)-- It's a brand new year, and there is no better time to reimagine your home as an elegant retreat from the outside world than with the trendiest paint colour palette from DULUX® Paints by PPG.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20180103005622/en/>



Interiors take on the look of dark glamour this year as consumers bravely select a colour palette of bold elegance, according to Dulux Paints colour experts. The leading brand named two Colours of the Year for 2018: Black Elegance (DLX1004-7), a statement-making black infused with an undertone of the deepest brown, and a beautiful metallic companion, Dulux Effects Finishes LIQUID METAL™ Golden Goose (015LM). (Photo: Business Wire)

elements, or use it as a replacement to It Works on an accent wall.

For a purely luxurious look, add Golden Goose trim elements to a back-drop of other rich and sophisticated grey tones within the new Dulux palette, such as Glazed Granite (DLX1011-6) or Onyx (DLX1011-7).

For a more natural look, mix organic tones with Black Elegance, such as Heavy Cream, a warm ochre tone like Apple Brown Betty (DLX1062-6), a mid-tone trending grey like Armory (DLX1009-6) and a light neutral like Spiced Vinegar (DLX1098-4).

Black Elegance is also an excellent choice for exterior use. Working equally well as a wall, trim or accent colour, this versatile shade can be paired with Spiced Vinegar, Armory or a grey-brown like Thunderbird (DLX1021-5) for any exterior project. Try it on a front door for a stately look and grand entrance for guests.

All of these shades pair well with metallic accents.

Dulux Effects Finishes Liquid Metal delivers style and grace by adding lustrous shimmer to walls, trim and furniture. Available in 32 light-reflecting colours infused with gold, silver, copper or bronze undertones, the finish takes on a smooth or mottled look depending on the application tool used. *Dulux Effects Finishes Liquid Metal* finish involves a two-step application process, starting with a coat of a specially-paired base colour on which two top coats of *Dulux Effects Finishes Liquid Metal* finish are applied.

"Reminiscent of a fluid, sparkling work of art, this illuminating, durable, colour-rich texture delivers the ultimate finishing touch to any room," Tustin-Fuchs said.

Interiors take on the look of dark glamour this year as consumers bravely select a colour palette of bold elegance, according to *Dulux* Paints colour experts. The leading brand named two Colours of the Year for 2018: Black Elegance (DLX1004-7), a statement-making black infused with an undertone of the deepest brown, and a beautiful metallic companion, *Dulux Effects Finishes LIQUID METAL™* Golden Goose (015LM).

"The combination of Black Elegance and Golden Goose is unapologetic, ultra-sophisticated and decadent," said Martin Tustin-Fuchs, brand manager for *Dulux* Paints by PPG. "These deep, rich colours will turn heads in any space."

This design direction reflects consumers' growing yearning for protection, strength and stability to feel safe during uncertain times. Simultaneously, the 2018 colours evoke feelings of grandeur, which appeal to consumers' unwillingness to feel small or disregarded in light of current societal landscapes. The two Colours of the Year integrate deep jewel tones as well as elegant browns and greys to create both broodingly edgy and decadently glamorous moods.

To make a dramatic statement, pair Black Elegance with Heavy Cream (DLX1098-2), It Works (DLX1092-6), Burgundy Wine (DLX1053-7) or Cool Charcoal (DLX1007-6). Add Golden Goose through decor

During 2018, *Dulux* Paints will make several announcements about innovations in its colour delivery system and palette to make colour selection even easier for do-it-yourselfers, interior designers and professional painters.

For more information about the *Dulux* Paints 2018 Colours of the Year and to experiment with the brand's 2018 colour palette using a virtual painting tool, visit www.dulux.ca.

Find *Dulux* paints in more than 260 company-owned *Dulux* Paints and BÉTONEL® / *Dulux* Paints stores across Canada serving the consumer and professional markets. No matter where the *Dulux* brand is sold in Canada, it offers an extensive portfolio of high-quality products and services to the marketplace.

PPG's architectural coatings business in the U.S. and Canada is an industry leader in residential and commercial coatings, delivering the latest technologies and operational advancements through its strong portfolio of brands. It manufactures and sells interior and exterior paints, stains, caulks, repair products, adhesives and sealants for homeowners and professionals. Its distribution network includes more than 15,000 touchpoints through company-owned stores, independent dealer locations and all major home improvement centers across the U.S. and Canada. Visit ppg.com/ac for more information.

PPG: WE PROTECT AND BEAUTIFY THE WORLD™

At PPG (NYSE:PPG), we work every day to develop and deliver the paints, coatings and materials that our customers have trusted for more than 130 years. Through dedication and creativity, we solve our customers' biggest challenges, collaborating closely to find the right path forward. With headquarters in Pittsburgh, we operate and innovate in more than 70 countries and reported net sales of \$14.3 billion in 2016. We serve customers in construction, consumer products, industrial and transportation markets and aftermarkets. To learn more, visit www.ppg.com.

We protect and beautify the world is a trademark and the *PPG Logo* is a registered trademark of PPG Industries Ohio, Inc.

Dulux is a registered trademark of AkzoNobel and is licensed to PPG Architectural Coatings Canada, Inc., for use in Canada only.

Liquid Metal is a trademark of PPG Architectural Finishes, Inc.

Bétonel is a registered trademark of the PPG Group of Companies.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20180103005622/en/>

PPG Media Contact:

Architectural Coatings

Jamie Altman, 724-742-5599

jamie.altman@ppg.com

www.ppg.com/AC

or

Lynne Evosevich, 724-742-5375

Evosevich@ppg.com

Source: PPG