So you’ve decided to decorate! Well you’re in the right place.
Our Professional Colour Guide will take you through the process, showcase our colours and explain our products, finishes and services. You’ll find that getting a beautiful room transformation is not as difficult as you think.

Why choose Dulux Trade?
There are many important differences between Trade and Retail paints. Trade paints need to last longer and be more versatile, whilst meeting the high demands of all professional decorators and their customers.
Here are the main differences:
• Dulux Trade paints have great coverage, even after thinning. This means you’ll get a perfect finish quicker and with less coats. They have a high spreading rate, so you’ll need less paint to decorate your room, saving you time and money
• Trade paint formulations enable the decorator to achieve a long lasting, professional finish, whatever the surface condition, application method or temperature
• Higher quality ingredients and continual testing ensure that Dulux Trade paints consistently meet the highest standards of decorators and their customers
• Dulux Trade offers the widest range of products and professional technical support, to ensure that the right product is used for the job, giving better results.
“THE BEST REASON FOR USING A PROFESSIONAL DECORATOR IS THAT IT’S THE SURE WAY TO GET A GREAT RESULT.”

Painting is a craft that requires skill, patience and experience. You can ensure superior workmanship and a quality finish by hiring the right professional.

Get your decorator involved early in the process to get the most from their years of experience. Share your ideas and colour plans with them. They’ll also advise you on the correct preparation and products for the job.

You can look forward to completion on time and on budget, with everything left clean and tidy, in a fraction of the time it would take to do it yourself.

If you’ve not already chosen a decorator why not ask friends and family about decorators they’ve used and would recommend. Alternatively, check out our Select Decorator service on page 30.

Choose a professional decorator and we’re sure you’ll be delighted with the results.
Different surfaces, temperatures and conditions demand different paint qualities. Your decorator can advise you on which Dulux Trade product is most suitable.

**OUR PRODUCTS**

- **Diamond Matt**
  - Diamond Matt offers unrivalled durability in a classic matt finish. Innovative technology protects walls against stains and scuffs, keeping busy spaces like halls and stairwells looking good for longer.

- **Vinyl Silk**
  - A top quality washable emulsion with a mid-sheen finish, giving a delicate shine to interior walls and ceilings.

- **High Gloss**
  - Used for wood and metal surfaces where a tough and durable high gloss finish is required.

- **Vinyl Soft Sheen**
  - For a softer sheen than vinyl silk, this emulsion is also suitable for interior walls and ceilings.

- **Vinyl Matt**
  - High opacity emulsion in a great matt finish for everyday use. Suitable for all normal interior wall and ceiling surfaces.

- **Protective Woodsheen**
  - A semi-transparent woodstain, ideal for interior joinery and doors.

- **Quick Dry Satinwood**
  - A water based product providing a tough, mid-sheen finish for interior wood and metal.

- **Diamond Eggshell**
  - Diamond Eggshell offers unrivalled durability and stain resistance in a mid sheen finish, especially useful in spaces with high moisture such as kitchen and bathrooms.

- **Quick Dry Gloss**
  - The best of both worlds: a beautiful gloss finish but from a water-based product. Suitable for interior wood and metal finishes.

- **Durable Flat Matt**

- **Diamond Glaze**
  - A water based lacquer for maximum durability, ideal for floors, doors, trim, furniture and joinery.

Our products are specially engineered to give a technically superior performance and to enable professionals to use their skill to get fantastic end results. Each paint type is available in almost every colour, so you can be confident of achieving the perfect finish for every room.
Unleash your creativity and try out colours on your wall using our app. Using unique augmented reality technology, you can see realistic Dulux Trade paint colours appear on your walls with just a tap of the screen. Experiment with bolder colours, narrow down your colour choice with confidence, then visit your local store or ask your decorator to order paint testers.

**DULUX VISUALIZER**

**DOWNLOAD**

*Available on the App Store*

**CHOOSE**

Pick a colour to try out

**EXPERIMENT**

See how it looks in your home

**FEATURES**

- Colour scheme suggestions
- Colour selection from photos
- Even more colours to choose from

Your decorator will also have the Visualizer on their Dulux Trade Paint Expert app.
FAVOURITE COLOURS

Some colours have long-standing appeal and are suitable for almost every type of living space. This makes them our biggest sellers. We’ve shown some of these colours below – your decorator will no doubt have used some of them before.

You’ll find colour chips for these colours in the centre foldout.
This year’s Colour of the Year is Cherished Gold. From our global trend research we see that gold and gold tones are going to be key in 2016. They are being used extensively in design, architecture, fashion, beauty and interior decorating.

We’ve suggested some colours below that work beautifully with Cherished Gold. You’ll find these colours, and many more, in the centre foldout.

**GET THE LOOK**

- Cherished Gold™
- Porcelain Blush™
- Lucky Penny™
- Paper Mint™
OUR COLOUR RANGE

CHOOSING COLOURS
We’ve arranged all of our colour chips together in the centre foldout. This allows you to easily see colours in adjacent hues and makes it simpler to pick out the ones that could work together.

To help you find the exact shade you’re looking for, the colours flow from the most intense at the top to the palest at the bottom.

Every colour is available in a wide range of finishes and you’ll find a guide to the appearance of these finishes in the foldout as well.

COLOURS IN SITU
The same colour can look different in different rooms, in different light and even on different surfaces. So, when you’re choosing a colour scheme, remember to try out potential colours where you’re planning to use them.

COLOUR SAMPLERS
Every Dulux Trade colour (except the Light & Space range) is available in a 250ml tester pot. With enough paint to properly compare colours, you can test your choices where it matters – on the actual surface to be painted – before the decorating starts.

LET THERE BE LIGHT

Brighten up smaller spaces or rooms with less natural light using Dulux Trade Light & Space products.

These products feature ground breaking LumiTec technology which uses highly reflective paint component to reflect substantially more light back in to the room. This makes the room appear significantly lighter, brighter and more spacious.

Available in a range of pale pastels, to suit any space, the colours can be found in the centre fold out identified by the symbol.

These colours are available in four key products*: Diamond Matt, Diamond Eggshell, Flat Matt and Vinyl Matt; so whether you want to lighten up a hallway, bathroom or living room there is a product to suit.

* Colours only available in 5L packsize.
Although we have reproduced this colour guide as accurately as printing will allow, the printed colours may not exactly match the paint colours.
NEED EVEN MORE COLOURS?

You can view an even greater range of colours with the Dulux Visualizer app. With over 1,200 colours, it will help you find the perfect colour.

Want your bathroom walls to be the same shade of yellow as your rubber duck? The app allows you to match the shade of practically any object. It will even suggest ready-made colour schemes based on your chosen colour.

Alternatively, why not visit your local Dulux Trade stockist where they’ll scan to match and mix any colour for you. You’ll also be able to browse our extended colour range and pick up colour swatch cards.

EXTERIOR COLOUR RANGES

WEATHERSHEL
The specialist range that can help exterior masonry and timber withstand the elements and stay looking good for up to 15 years.

WOODCARE
Outstanding finishes that provide the right long term protection for wood, inside and out.

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With family and friends every day of the week, the kitchen has to be for everyone. It’s a space full of fun and laughter, to work, relax and enjoy the company of others.

Here the colour palette is bright, cheerful pastels, contemporary with bold contrasts that inspire energy and life.

With plenty of comfortable seating to meet and chat, it’s the perfect look for the most sociable room in the home.

GET THE LOOK

Tranquil Depths™
Cherry Plum™
Grey Wisp
White

Diamond Eggshell offers unrivalled durability and stain resistance in a mid sheen finish, especially useful in spaces with high moisture such as kitchen and bathrooms.
Your living room should be a relaxing place where you can unwind and leave the world outside. A light and inviting space where people can come together and ‘put their feet up’.

Here we’ve created a welcoming space with a calming, neutral, colour scheme. The room feels comfortable and stylish, with personal touches, co-ordinated soft furnishings and accessories.

GET THE LOOK

Dove™ (Walls)
Just Walnut™ (Woodwork)
Rock Salt™ (Ceiling)
White (Floor)

BELONGING THE SCENES

Dulux Trade Vinyl Matt
A high opacity emulsion in a great matt finish for everyday use. Suitable for all normal interior wall and ceiling surfaces.
A hallway should be welcoming and inviting – a place you look forward to returning to. And, as a busy, high traffic space, it also needs to work for you practically.

To be versatile and uncluttered it needs great storage that works within the space.

Here we’ve made a feature of the storage by painting it, and the door, in teal. This complements the green hues used on the walls for a look that is both stylish and practical.

**GET THE LOOK**

- Village Maze™
- Dewy Lawn™
- Teal Voyage™
- Swansdown™

**BEHIND THE SCENES**

**Dulux Trade Diamond Matt**

Diamond Matt offers unrivalled durability in a classic matt finish. Innovative technology protects walls against stains and scuffs, keeping busy spaces like halls and stairwells looking good for longer.
Dulux Amazing Space – Design service is an easy to use online interior design service bringing personalised home styling to you in the comfort of your own home.

Starting from just £75 per room, Dulux Amazing Space allows you to transform your home in an affordable, stress-free way, by completing an online questionnaire detailing your budget, likes and dislikes, room type and pictures of your space.

A Dulux Design Expert will then discuss a range of inspirational ideas on interior design, including colour schemes, accessories and furniture, all at a consultation time that suits you. For more information visit duluxamazingspace.co.uk

SELECT THE BEST

When decorating you’ll get the best results by hiring a professional decorator to do the work. The combination of their advanced skills and the time in which they can complete jobs compared to even the most adept amateurs can make it money well spent.

For complete peace of mind choose a Dulux Select Decorator. Each one has been assessed and approved by Dulux, and their work is guaranteed for 2 years. Find your nearest decorator online at dulux.co.uk/help-advice/decorators

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USEFUL INFORMATION

Water-based paints
Where possible, water-based paints should be selected in preference to solvent-based paints – particularly for any large interior surface area such as walls, ceilings and floors.

Lead in paint
All Dulux decorative paints are free from any added lead. However, the wood and metal surfaces of the building, especially if it is pre-1960, may have been decorated in the past with a paint made with lead pigments. Preparation and removal of such paint can be hazardous. A free leaflet explaining how the surface should be prepared safely is available from the Dulux Trade Technical Advice Centre on 0333 222 7070.

Special Process Colours
Some colours, termed ‘Special Process Colours’, may require additional coats or a specific undercoat and are marked with #. For details of the process contact the Trade Technical Advice Centre on 0333 222 7070 or your Dulux Trade tinted paint stockist.

Tinting Best Practice
For best colour consistency, sufficient tinted paint, including touch-in, should be purchased at the beginning of each job from the same source.

Diamond Matt
Cleaning recommendations for painted surface. Common stains can be removed by cleaning promptly with a soft cloth and clean soapy water. Allow to dry. Vigorous scrubbing and the use of abrasive cleaners or scourers may impair the matt finish. Only apply enough pressure to remove marks. Oil based stains and marks from some pens / felt tips / permanent markers may not be completely removed. Full durability develops 7 days after initial application. For information about removing specific stains, please phone the Dulux Trade Technical Advice Centre on 0333 222 7070.

British Standard Colours
All BS4800 colours are available in Dulux Trade products, see website for more details.

We have reproduced this colour card as accurately as printing will allow. Please ensure that you use a colour tester or sampler on the actual surface to be painted before decorating, as the substrate (and texture) of the surface can change the appearance of the final colour, as can soft furnishings, the shape, size and lighting of the room. Please note, colour testers indicate the colour of the product only and are not representative of the quality or sheen of the final product purchased.

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INFORMATION AND ADVICE

Whenever you need information or advice on our products, talk to the people at Dulux Trade – we’ll be more than happy to help.

Telephone our Trade Technical Advice Centre or visit our website for literature, help with product specifications and our colour matching services.*

You can also request information, technical advice and help with product specification by calling 0333 222 7070

To receive more information on Dulux Trade products register online at www.duluxtrade.co.uk

Or write to the AkzoNobel Technical Advice Centre, Wexham Road, Slough, SL2 5DS

* Please supply telephone, address or e-mail details for us to contact you, and allow up to 5 working days.