



let's COLOUR

PROFESSIONAL

TRY THE TRENDS

Put our palette into practice

GET COLOUR CONFIDENT

How to create a stylish scheme

+ FOLD-OUT COLOUR CHART



LIFTING THE LID

From efficient coverage to eco credentials, we pour everything we have into our products, which is why we're the best in the business. Here, we reveal the secrets behind our fiercely guarded formula...

► QUALITY INGREDIENTS

Designed to meet the discerning standards of decorators and their customers, our tins of **Dulux Trade** are crafted with premium ingredients to be thick and creamy, meaning unrivalled results with absolutely no patchiness. It's the confidence to crack open every can, safe in the knowledge that only our paint will deliver the perfect colour with a uniform finish and the coverage stated. It's a winning formula.



We promise our paint will give you the perfect colour with a uniform finish and the coverage stated – or we'll replace it*.

Visit dulux.co.uk/promise



Find out more at duluxtrade.co.uk

*Terms and conditions apply. Claims must be made within six months of purchase. Proof of purchase required. Colour claims limited to 10 litres per customer. Manufacturer's tips and instructions must have been followed. UK purchases only.

► UNRIVALLED COVERAGE

Even after thinning, our paint offers excellent coverage, resulting in a perfect finish with fewer coats. With a smooth flow from the can and a high spreading rate on the surface, fewer applications are needed for fantastic results, saving both time and money during projects. Our products are produced with more high-quality pigments too, making opacity second-to-none.



► EXTENSIVE RANGE

We offer the widest range of products to ensure the right paint can always be used for the right task. Whether ceiling or wall, masonry or woodwork, there's a solution for every surface, while finishes range from eggshell and matt to satin and high-gloss. Better still, our colours come in a spectrum of shades, ensuring something to suit all spaces.



► SUSTAINABLE TECHNOLOGY

Our commitment to creating great products without compromising the planet means paint you can always be proud of using for your next project. The water-based paints in our wide range have a significantly lower environmental impact than their solvent-based equivalents; while the durable technology in our products means a longer-lasting finish that requires less re-painting over time. All of which comes down to one thing: our belief that choosing a sustainable paint shouldn't be complicated or costly.



TOOLS OF THE TRADE

Call off the search for the perfect colour with our range of convenient tools

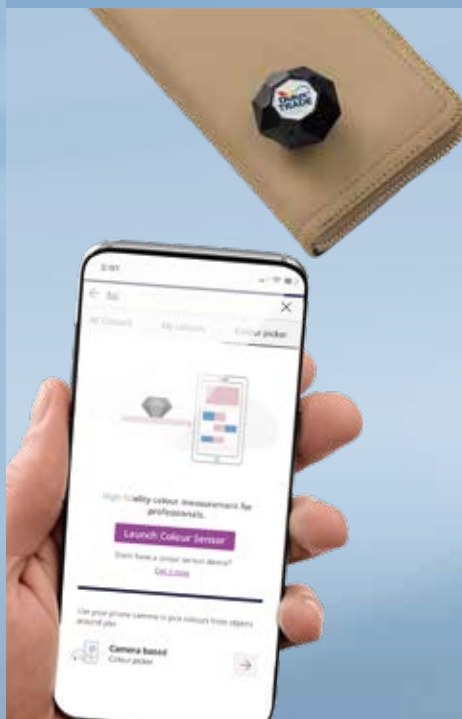
SHOP THE SHADES

Our colour experts have created shades to suit all individual spaces and personal styles. Choose from a professionally curated palette found on the pages in this guide, or come up with something different by browsing the fold-out chart in the middle of the magazine. You'll also discover a range of swatches online and huge colour walls on display in-store, as well as our handy fan deck. When it comes to colour, we've got it covered.



MATCH A COLOUR IN SECONDS

Perfect for matching a colour in the home, our **Colour Sensor** is conveniently small and simple to use. From larger items such as pieces of furniture to permanent fixtures like fitted cabinets, it finds the closest **Dulux Trade** colour by working with the **Dulux Trade Expert app**, all in a matter of seconds.



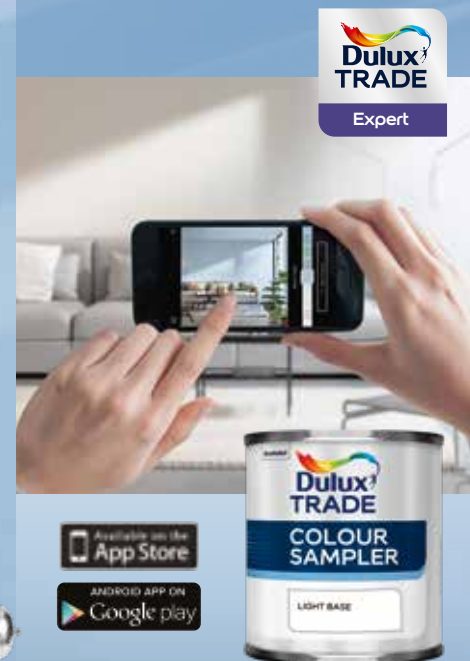
COLOUR WITH CONFIDENCE

From an object to a piece of fabric, get a match by taking a small sample to a store that offers our **Colour Match** service. A bespoke colour is mixed for you right there and then, and comes with its own personalised code and a name of your choice printed on an ID card for re-ordering down the line, either in the same paint or in a different finish. Better still, a small 250ml tester can be made up – great for trying before buying a full tin.



VISUALISE COLOUR

When colour has been chosen, use the visualiser within the **Dulux Trade Expert app** and then get testers to try it in the space. How a colour looks is often influenced by the lighting conditions in the room. To get a good gauge, paint two coats of your colour onto an A4 piece of paper and move it around the room. Check on it at different times of day to see how the colour looks in different lights.



COLOUR LOOKBOOK

Discover our new Colour of the Year Bright Skies™ combined with the beautiful shades from its ready-made complementary colour palettes to easily revitalise any home.

NATURAL NEUTRALS

Refreshing blue tones can make any room feel in touch with the natural world, helping to bring tranquillity into the home.



Denim Drift™

Mineral Mist™

Fossil Trace™

Blood Orange

Bright Skies™



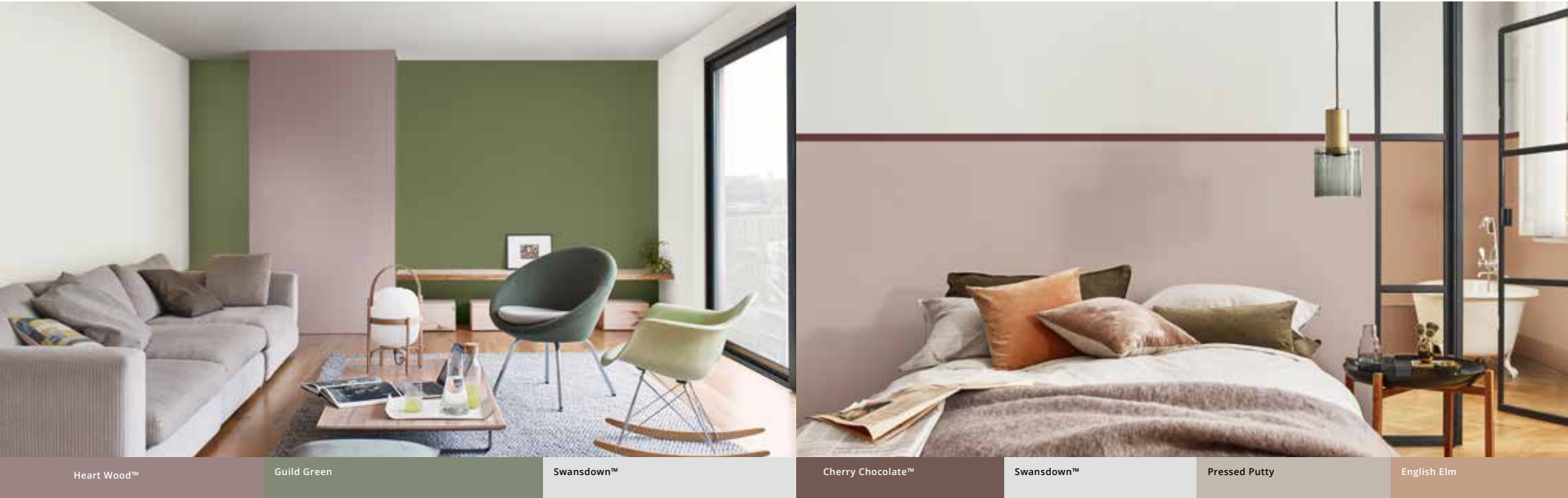
Bright Skies™

Rich Earth

Denim Drift™

A FRESH START

Bright Skies™ is the perfect blank canvas in any room; an easy and open backdrop that will embrace any mix of furniture or furnishings - neutral without being bland.



Heart Wood™

Guild Green

Swansdown™

Cherry Chocolate™

Swansdown™

Pressed Putty

English Elm

N.B. Rich Earth and Moon Cloud can be found as part of the COTY22 palette - ask in-store for more details.



Bright Skies™

Tranquil Dawn™

Denim Drift™



White Mist™

Egyptian Cotton™



Heart Wood™

Pine Needle

Guild Green



Tranquil Dawn™

Just Walnut™

Colour chart

TAKE THE WHEEL

Our intuitive colour wheel has been designed to help you pick inspiring shades like a true professional



► RULE #1

Opt for a contrasting scheme by selecting shades that sit completely opposite each other on the wheel. Ranging from playful to energising, consider colour clash for creating impact in rooms like lounges, hallways and kitchens.



► RULE #2

From white and black to grey and beige, neutrals work with any colour, and come in varying levels of coolness and warmth. They are created by mixing two complementary shades or a primary colour with white, black or grey – and won't dominate another hue. Just ensure that any undertones within neutrals sit well with the palette they're paired with.

► RULE #3

Choose a coherent scheme that uses light and dark tones of the same colour. Simple and soothing, there are no competing or clashing shades, making for uncomplicated and unified rooms. Think tonal to create calming, restful environments.



► RULE #4

Go for a blended scheme with colours that naturally flow from one to the other. Rhythmic and harmonious, these combinations are found as neighbouring shades on the wheel, and work well for creating a flow between adjoining spaces such as dining and living rooms.





CHOOSE YOUR
PAINT FINISH

WALLS AND CEILINGS



Silk



Eggshell



Soft Sheen



Matt



Flat Matt

WOOD AND METAL



Gloss



Satinwood

Some colours may require additional coats or specific undercoats when mixed in specific products.

LET THERE BE LIGHT

Adding Light & Space to a wall is the easiest and quickest way of brightening up a dark room.



Frosted Dawn™

Soft Coral™

The Dulux Trade Light & Space range uses revolutionary LumiTec technology that helps to reflect up to twice* as much light around the room, making even the smallest rooms look and feel more spacious compared to our conventional emulsion paints with similar hue (colour family) and chroma (intensity of colour).

*The light resistance value is always greater than our conventional emulsion paints but may not reflect twice as much light in every case, depending on the colour chosen.

LIGHT & SPACE COLOUR RANGE



PRODUCTS AVAILABLE



Only available in 5L.
For more information see the product page.

PRODUCT PICKER

Created with superior technology in a spectrum of colours, here's our round up of some of the best products in our range - available in a raft of finishes for every room



DIAMOND MATT

The ultimate durable matt emulsion. Protects walls against scuffs and stains and is repeatedly washable. Anti-fade protects against UV and ozone damage.



VINYL SILK

A washable emulsion that provides a tough, mid-sheen finish every time. Ideal for use in areas prone to condensation, such as bathrooms and kitchens.



DURABLE FLAT MATT

A durable emulsion with excellent coverage and opacity suitable for high-traffic areas. A flat matt finish helps to mask minor imperfections on walls.



DIAMOND EGGSHELL

A hard-wearing and long-lasting eggshell emulsion. Keeps surfaces scuff-free while stains can be wiped clean. Anti-fade protects from ozone and UV damage.



DIAMOND SATINWOOD

A water-based, mid-sheen paint that delivers our highest-quality finish on interior woodwork and metal. A tough, stain-resistant formula that lasts.



QUICK DRY GLOSS

A water-based, high-gloss paint for interior wood and metal. Excellent flow and opacity deliver a professional finish with longer-lasting whiteness. and re-coat in 4-6 hours.



QUICK DRY SATINWOOD

A water-based, mid-sheen paint that delivers a silky finish on interior woodwork and metal - non-yellowing and tough.



VINYL MATT

A high-opacity emulsion with excellent coverage. This paint's easy application and good flow both help to deliver a smooth, even finish on surfaces.



VINYL SOFT SHEEN

A mid-sheen, wipe-clean emulsion that's ideal to use in areas where condensation is an issue - in rooms like kitchens and bathrooms, for example.



SCUFFSHIELD MATT

A tough, water-based matt emulsion paint that contains ultimate Scuff Resistant Technology. Designed to protect walls against scuff marks being left behind from items such as shoes and bags.



EVOLVE MATT

A professional quality, high opacity emulsion made with 35% recycled paint content. Offers a smooth flow for easy application and excellent coverage.



► PERIOD COLOUR LOUNGE & DINING ROOM

This beautiful lounge and dining room has been transformed by Dulux Select Decorator Les Copstake, manager of LPC Painting.

In order to find a suitable colour for the customer, Les used the Dulux Trade Colour Sensor and several tester pots to identify the perfect shades for this period-style space.

This room was redecorated using Dulux Trade Durable Matt in Oxford Blue on the walls, Dulux Trade Eggshell on the woodwork in China White and Dulux Trade Ultra Matt on the ceiling in Pure Brilliant White.

China White

Pure Brilliant White



Oxford Blue

China White



Bright Skies™

Moon Cloud

Dusted Moss 2

Pure Brilliant White



► STYLISH OFFICE & PLAYROOM

Our Dulux Select Decorator Emma Gill, from Emmagine It Decoration, has created this amazing room transformation using a variety of Dulux Trade products.

As this room is used as both an office and a playroom, redecoration is needed to accommodate both functions. During the design phase, the client was unsure on colour choices and looked to Emma for recommendations on a striking palette.

With colour combinations that incorporate Dulux Trade Colour of the Year 2022 Bright Skies™, Moon Cloud, Dusted Moss 2 and Pure Brilliant White in Dulux Trade Diamond Matt - Emmagine It Decoration has created a peaceful and relaxing workspace whilst also designing a space that represents the sun and mountains to add an element of fun for their son.



N.B. Bright Skies™, Moon Cloud, Dusted Moss 2 and Pure Brilliant White can be found as part of the COTY22 palette - ask in-store for more details.



► LOUNGE AND DINING ROOM REFRESH

Dulux Select Decorator Carl May trading as Perfection Painting has transformed this living room using Dulux Trade Diamond Matt in Village Maze and Willow Tree.

He provided his customer with a Dulux Trade Professional Colour Guide to choose their colours for the living room design, before sourcing sample pots to ensure they were happy with the choices for this beautiful living room transformation.



WE'RE HERE TO HELP

From product expertise to colour support,
we're here to help with your next project.

Get in touch with **Dulux Trade**
by calling **0333 222 7070** or visiting **duluxtrade.co.uk**
for professional guidance, whether paint
specification or colour matching.

Alternatively, drop us a line at
AkzoNobel Technical Advice Centre,
Wexham Road, Slough, SL2 5DS

or follow us on social media.



Supply telephone, email or address details so we can contact you – please allow up to five working days.



Looking for a tried-and-trusted decorator?

Call off the search with our portfolio of quality professionals
at duluxselectdecorators.co.uk

Light & Space

Light & Space products feature ground-breaking LumiTec technology that uses highly reflective paint components to reflect significantly more light back into rooms to make them appear lighter, brighter and more spacious.

Special process colours

Special process colours may require additional coats or specific undercoats and are marked with #. For details of the process, contact the AkzoNobel

Technical Advice Centre, or your local Dulux Trade tinted paint stockist.

Water-based paints

Using water-based products not only reduces the impact on the environment, it offers other benefits such as low odour, quicker drying and better colour retention. And with Dulux Trade Quick Dry Gloss and Satinwood there is no compromise on the finish.

Diamond Matt

Full durability develops seven days

after initial application.

Recommendations for cleaning surfaces painted with Diamond Matt can be found on the product datasheet. Please visit duluxtrade.co.uk or call the AkzoNobel Technical Advice Centre on 0333 222 7070 for more information.

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.

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