



BEST PRACTICE AND ADVICE

Health and Safety

Our friendly advice team can help and advise on Health and Safety issues relevant to the use of **Dulux Trade** products.

Waste Management

Waste from completed work should be disposed of safely and quickly. There are a number of paint wash systems available which prevent washings from entering watercourses. Empty paint cans can be given to recycling services and half empty cans can go to community projects such Community Repaint. The **Dulux Trade** customer service team can advise on the best solution for your needs.

To discuss further the specifics of your project and how **Dulux Trade** can help you, contact us:

Contact Us

Product details, technical data and Health and Safety data sheets can be found on our website duluxtradepaintexpert.co.uk
For further information please contact the **Dulux Trade** Technical Advice Centre.
Email: duluxcustomerservices@akzonobel.com Tel: 0333 222 7070

Interact with Dulux Trade

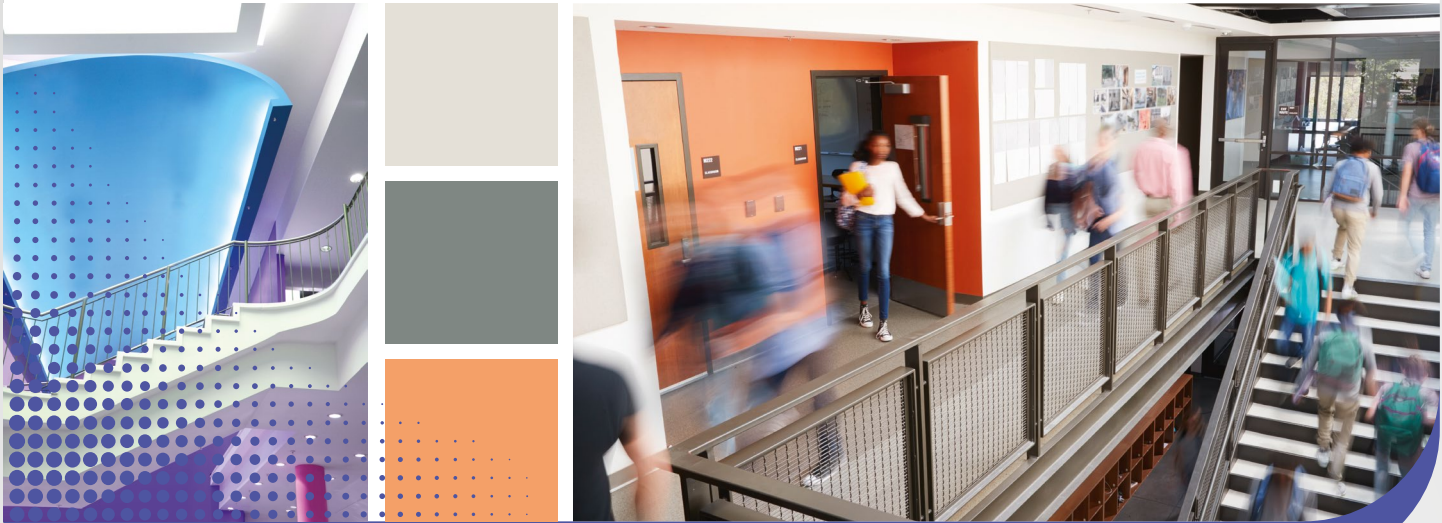
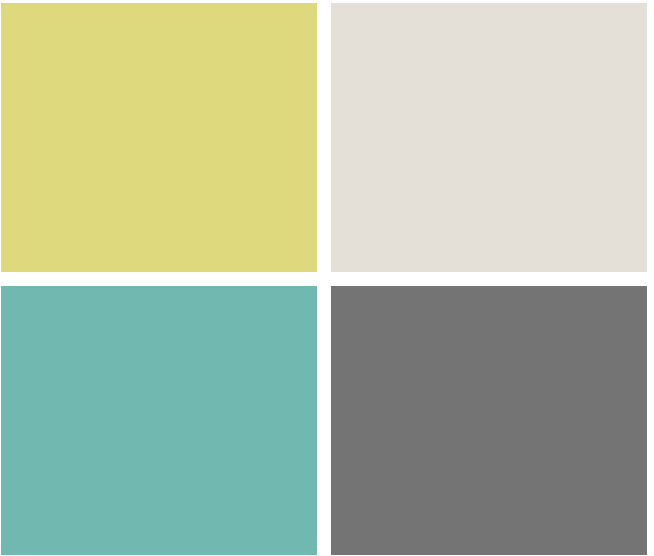


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COMMERCIAL COLOUR SERVICES

SUPPORTING BETTER
OUTCOMES FOR BUILDING
USERS THROUGH COLOUR



AkzoNobel



THE POWER OF COLOUR

Colour has a transformative effect on any space, so it's vital to select the right colour scheme for your project. Our Commercial Colour Services team can help you create harmony between your space and the role it fulfils. From vibrant and dynamic, to calm and focused – by choosing the right scheme, the power of colour can be the key in delivering your brief's objectives.

After discussing the project with you in depth, our experienced team will create a bespoke colour scheme tailored to the precise needs of your space, its function and the wellbeing of its users, using our Occupant Centred Colour & Design principles. Our experts will naturally take into account legislation and design best practice guidelines.

We will present you with your colour scheme in the format most suited to your project: digital imagery, mood boards or bespoke colour cards – so that everyone involved can consider and discuss the scheme before the final decision is made.

To get the Commercial Colour Services team working with you, simply contact your Dulux Trade representative.

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GETTING STARTED WITH COLOUR

According to research commissioned by Dulux Trade with The Architect's Journal, colour is crucial to the way spaces work, and the way we engage with a building can be decisively influenced using colour within and around it. Let us introduce, or reintroduce your space to colour; our Commercial Colour Services team is here from the start to guide you along the way.

Where to start?

Whether a large-scale building or a smaller focused space, each project has a set of requirements that it needs to deliver. Selecting colour can start from multiple places - perhaps existing furnishings, a company logo, or the function that the space has to fulfil. Whatever the job, our team can work with you to help you begin to build your foundations of colour.

What do you want to achieve?

Key factors to be considered when creating a colour scheme include the style and age of the building, the function of the space and the way colour will flow through the whole building. Above all, the needs of the end user will dictate the final atmosphere you wish to create. Perhaps it's a working office that needs to provide dynamism for clients but relaxation for workers – or a school that needs to encourage and direct pupils while helping them feel at home and welcomed – each case opens up exciting opportunities for colour, which we can help you with.



*Source - The Architects Journal - Colour in Architecture.



CREATING INCLUSIVE ENVIRONMENTS

As well as creating beautiful spaces we also understand the importance of creating inclusive spaces that can be enjoyed and used by all. By aligning our principles with the latest guidelines, all considerations are taken to deliver projects that meet the required standards, particularly in those areas where extra attention is required.

Understanding regulations

Approved Document M, vol.2, 2015 of the Equality Act Building regulations and BS8300-2:2018 is a set of guidelines designed to make public buildings as accessible as possible for people with disabilities, including visual impairment. Part M recommends that specifiers can deliver this by ensuring that neighbouring critical surfaces are clearly distinguishable through the use of differentiating colours.

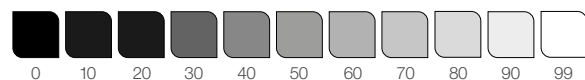
LRV and visual contrast

Dulux Trade carried out research with the RNIB, Guide Dogs for the Blind and the University of Reading to investigate the importance of visual contrast. It was established that over 80% of visually impaired people are able to discern between lighter and darker colours – and therefore the use of such colours can make their movement around the building much easier and safer.

Approved Document Part M and BS8300-2:2018 advise that colours used to differentiate adjoining critical surfaces should ideally vary by a Light Reflectance Value (LRV) of at least 30 points.

What is LRV?

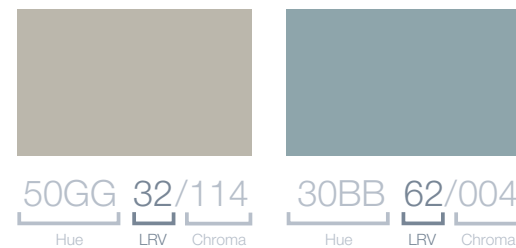
LRV is a 99-point index used to measure the degree to which a colour reflects light. The higher the LRV, the more light the colour reflects and therefore the paler it appears.



LRV values range from darkest 0 to 99 maximum possible light

The LRV for each Dulux Trade colour is clearly indicated in its Colour Palette notation.

For example the colours below have an LRV of 32 and 62 respectively and this equates to an LRV difference of 30 points.



Working with LRV need not be as difficult or daunting as it sounds, because the Dulux Trade Commercial Colour Service can incorporate the required colour contrast in any proposal covered by Building Regulations Part M or BS8300.

For in-depth guidance on colour contrast issues, please contact your Dulux Trade representative.

Aged Care and SEND Care

Inclusive design within any care environment should involve the application of colour in a way that supports the occupants of that space.

Colour can be used within the design to reinforce connections, and to provide either calming or stimulating environments depending on the occupants' needs.



SECTOR SPECIFIC COLOUR CREATING HARMONY BETWEEN SPACES AND PEOPLE

With years of specification experience across a range of sectors and working environments, we help professionals create beautiful and attractive spaces, using evidence-based research and principles focused on delivering the very best occupant experience.

Healthcare

A healthcare facility is a working environment unlike any other and design choices have multiple considerations that can affect both patients and healthcare workers. Dulux Trade have developed complementary evidence-based healthcare wall and floor palettes, enabling clinical and support teams working in hospitals and care homes to discharge care in a more supportive environment. When applied with the occupiers' needs in mind, colour can improve patients' quality of life, reduce feelings of stress and anxiety aiding recovery. In more practical ways colour can be an invaluable tool, aiding way-finding and navigation. For further information, please ask for our Healthcare sector brochure.



Education

Schools, colleges and universities are unique places that should provide variety and stimulation, welcoming students and visitors. Drawing on extensive research and our proven track record in the education sector, we have developed a robust set of colour and design principles to guide your vision for educational spaces. Small but considered changes to classrooms and key learning spaces can help to encourage focus and create conditions that are more conducive and inclusive to teaching and learning. If you require a further in-depth specification, ask for a copy of our Dulux Trade Education Design Principles.



Dementia and Aged Care

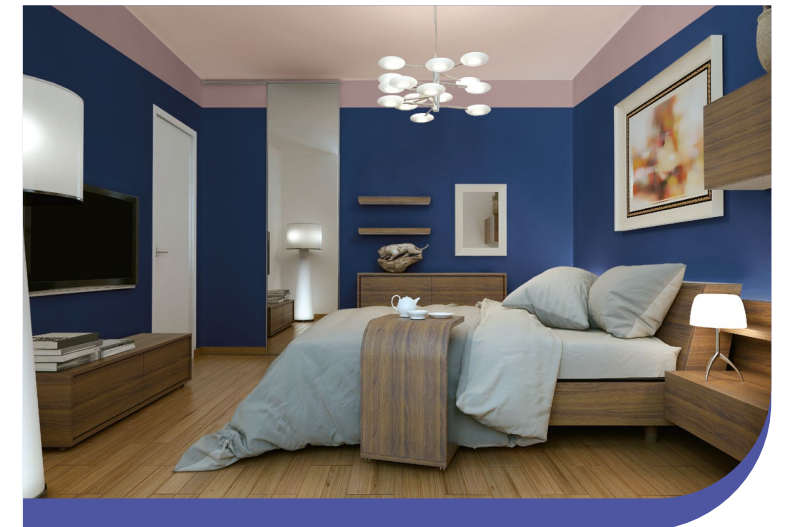
Our award-winning evidence-based dementia colour palettes have been developed to demonstrate how a room's colour scheme is able to make a valuable contribution to the well-being of its occupants. Colours have been selected and combined to enable sufficient colour and contrast of critical surfaces, minimising the risk of trips and falls. These beautiful contemporary palettes reinforce a sense of dignity, instil positive personal connections and provide stimulation within the space. For further information, please ask for our Dementia guide.



Image courtesy of BRE, Peter White.

Leisure

When working in the leisure environment, we understand the importance of the aesthetic but also the commercial objectives of your business and the impact this has on your customers. Whether it's a hotel, health club or restaurant, each has requirements to capture the attention of guests, impress them with the surroundings, while also meeting the challenges of a busy commercial space with a durable finish. Redecoration and colour design can be an extremely cost-effective way to improve your space with a great return on investment, be that in positive reviews, revenue or return visits. Further reading is available in our Leisure sector brochure.



Workplaces

With us all spending more time indoors with less access to natural daylight, modern workplaces need to be adaptive to employees' needs, being a place that can bring concentration, focus and productivity. Offices need to be multi-functional and can benefit from a variety of zones, perhaps to entertain and welcome clients, win business and be dynamic.

Our expertise in colour and design, combined with innovative product solutions, can be found in our Occupant Centred Colour and Design hub.

duluxtradepaintexpert.co.uk/content/occd-hub



Biophilic Design

Biophilic design acknowledges that we are genetically connected to nature and that creating a link to the outside/natural world can improve many of the spaces that we live and work, with numerous benefits to our health, well-being and efficiency.

Incorporating nature-inspired colour themes, textures and shapes into office design can be a cost-effective way to seed that all important connection to the outdoors. The Dulux Trade Biophilic colour palette has been expertly curated to mimic the calming and restorative properties found in the natural world, when thoughtful contemplation is required. It is also balanced to provide an energising boost of colour, giving us the zest when we need to be more creative.



COLOUR RESOURCES

As well as our bespoke colour services, there are also a range of key resources available with Dulux Trade to take advantage of to help you feel more confident about achieving the right result for your project.

ColourFutures - Global colour research and expertise

Every year Dulux colour specialists at our Global Aesthetic Centre assemble a team of top international design experts to discuss the new global trends that will affect us all. We work on transforming these insights into key colour trends that will have an impact on homes and public spaces all over the world. Then we create four beautiful palettes around the Colour of the Year, with a mood and style to suit every sector.

Visit duluxtradepaintexpert.co.uk to find out more and download the latest brochure.



Dulux Trade fan deck

The Dulux Trade Colour Palette fan deck is robust and easy to navigate. With over 2000 beautiful colours arranged in a flow that reflects the colour wheel, with pages that are tonal throughout and including a large neutrals palette.

Colours are coded using the intuitive colour palette system which is made up of three key elements that reflect how our eyes see colour: hue, light reflectance value (LRV) and chroma. Not only does this aid the visualisation and communication of colours, the inclusion of the colour's LRV as the middle two digits of the colour code make designing in accordance with visual contrast guidelines more straightforward.



Dulux Trade colour samples

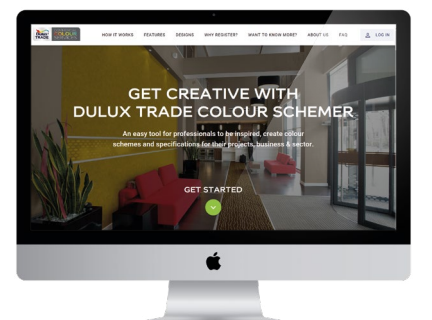
When preparing a project, for complete colour accuracy we recommend ordering a colour sample or test a small amount of mixed product on the actual surface to be painted before undertaking your decoration. This will give you and your customer a stronger indication of the appearance of the actual colour, which can be affected by the substrate and the texture of the surface, or by soft furnishings and the shape, size, and lighting of the room. Sample pots and swatches are available in-stores and online. Alternatively speak to your AkzoNobel sales representative.



Dulux Trade Colour Schemer

Colour Schemer makes it quick and easy to select ready-made colour schemes for commercial buildings. Simply choose your sector, if there is a feature or flooring that needs to be co-ordinated with; select it as the core colour, and within a couple of clicks Dulux Trade Colour Schemer will offer you professionally designed moodboards that will work in your space. You can then choose to add a logo and project name for that individual touch before saving or sharing as a pdf.

Visit: specifier.duluxtradepaintexpert.co.uk



HERITAGE

The Dulux Heritage range

The Dulux Heritage collection is a timeless colour palette of muted and atmospheric shades inspired by the most beautiful periods in British design history. The colours are designed to look beautiful in traditional and modern spaces, whilst also having a durable, professional finish to last the test of time. The collection has been crafted by colour professionals at Dulux, along with globally-renowned historical colour experts, combining today's interiors expertise and long-treasured wisdom, this palette is truly exceptional.

Visit: duluxheritage.co.uk



HOW OUR BESPOKE COLOUR SERVICE WORKS

Our dedicated studio team will work with you to ensure they have all the relevant project details with as much information as possible about the desired outcome - plus key factors such as the function of the space, who uses it and how, lighting, building style, preferences or corporate colours.

Experience and knowledge at your service

The Dulux Trade commercial colour team are a group of industry trained professionals with a broad range of disciplines, who are well equipped to deliver your project. From strikingly decorative, to strictly functional, our experts will help you visualise how the scheme will look with a range of options available.

No project is the same, so each job will be treated with the utmost care and passed through our 4-step approach to diagnose, plan, and provide a relevant solution governed by its size and scale. Rest assured each project is taken personally and will deliver an outcome that is best for the end user.



COMMERCIAL
COLOUR
SERVICES



OUR APPROACH

Step 1: Brief - email & photos

Contact your Dulux Trade representative. They will gather all the necessary information about the space in question, including digital photographs if possible, and pass the information to the Dulux Trade Commercial Colour Services team.



Step 2: Design service level confirmed and process activated

The brief will then be handed over to the designers from the Commercial Colour Services team via email. Dependant of the size and scale of the project, if required, the Commercial Colour designer will arrange a site visit, telephone call or video consultation.



Step 3: Design research & development

The Commercial Colour Services team will immerse themselves in the project, research its background, analyse its elements and use their knowledge, experience, and flair to create an original yet appropriate colour scheme. They will present the scheme, using advanced digital technology, to bring it to life.



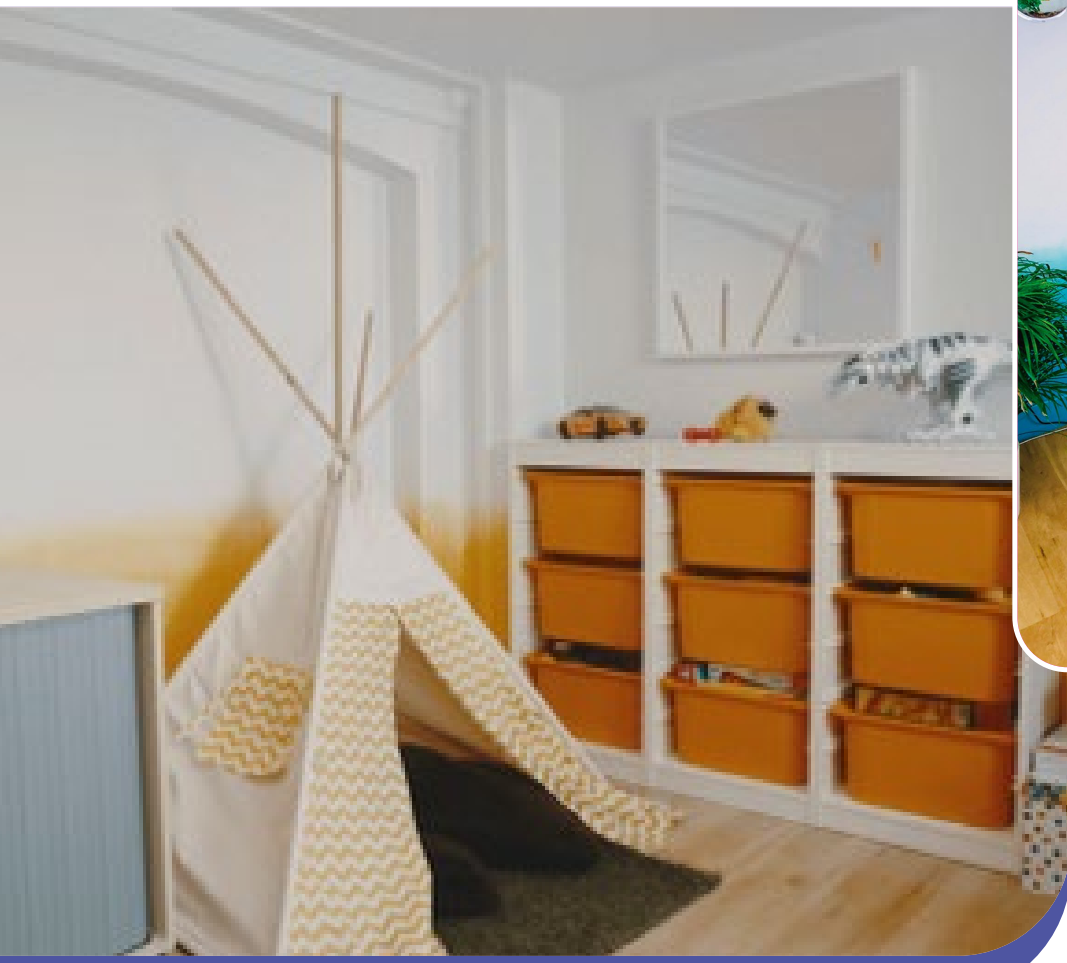
Step 4: Design presentation

The resultant colour schemes will be presented to you in the format most appropriate for your project or client: digitally coloured imagery, printed mood boards or bespoke colour cards.



DULUX TRADE DESIGNS WINDRUSH ACADEMY NURTURE ROOM

One of London's largest primary schools is tackling behavioral issues with the help of the Dulux Trade team.



Windrush Primary School teaches more than 680 pupils, who between them speak over 75 languages. An extremely diverse school, some pupils at Windrush have additional behavioural difficulties, so the Senior Leadership Team, together with Dulux Trade Commercial Colour Consultants, decided to create a 'nurture room'.

The Dulux Trade team have previously collaborated with the Schools, Students and Teachers network to review the impact of colour and design on learning outcomes and were able to incorporate their findings into the designs.

The nurture room is split into zones to focus on different skills, using a bespoke, graduated colour scheme for each area. Blue fosters calm in the relaxation zone; greens have been introduced to the learning and social zones; grey brings focus to the concentration zone and all the colours are blended together in the play zone. Dividing the room like this helps the pupils to understand what is expected of their behaviour.



Lucy Wheatley, Deputy Head Teacher says:

"The nurture room gives [children] the tools and strategies to cope in more challenging situations and we have seen their confidence, self-esteem and ability grow."

Our colour experts at Dulux Trade say:

"Our work with schools nationwide shows wide-ranging improvements in learning and behavioural outcomes, achieved by harnessing expert application of colour and design as part of a school's holistic support system."

DULUX TRADE MAKE-OVER BOOSTS COLLEAGUES' WELL-BEING

The Dulux Trade team utilised their colour-scheming expertise to create an energising new workplace for their Dulux Decorator Centre colleagues.

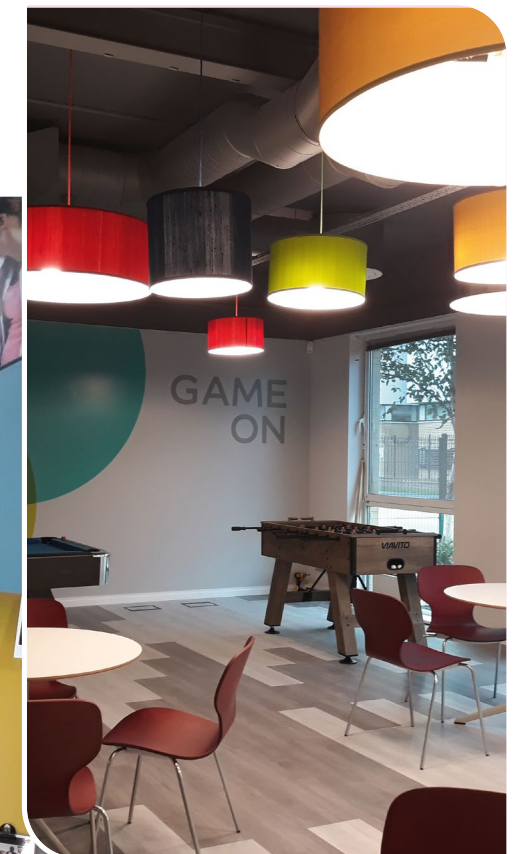


Our office space in Altrincham, Cheshire, was in need of refurbishment. To improve the mental and physical health of staff, the Dulux Trade team completely overhauled colour in the building, while also creating a more environmentally sustainable space.

Taking on Occupant-Centred Design, the team, supported by the Dulux Trade Commercial Colour Services team and interiors and design firm TecCre8, skilfully adopted colour-zoning principles to delineate the functions of spaces; using, for example, a dynamic and playful palette in areas where interaction and energy is required.

To help boost mental and physical well-being, the interior layout was totally rethought. A breakout area, with table football and a darts board, replaced the kitchen area and private booths were installed to promote quiet working. At the same time, biophilic principles were also incorporated into the design. This approach centres around the fact that humans are innately attracted to nature, natural materials and colours.

Enhancing sustainability, the team introduced recycling bins to central locations and LED lights replaced fluorescent tubes - providing a third more light from 15% less fittings.



Martha Dunican, Commercial Colour Consultant says:

"This was a rare opportunity to work on a project that directly benefits our colleagues. The chosen colours give a contemporary feel that will uplift and energise the workforce. The botanical, nature inspired palette drew on the science of biophilic design, bringing occupants back into contact with nature. It enabled us to bring the natural world into the space to create a calming and creative workspace."

Andy Baker, the project lead, says:

"We're thrilled with the results that will help improve wellbeing and are already having a positive impact on our team."

For more information visit: www.duluxtradepaintexpert.co.uk

SUPPORTING YOUR BUSINESS

Discover a range of business tools available to you, designed to help support you and your work. From innovative free apps to training courses, we're here to help. For further information on any of the below, please speak to your AkzoNobel representative. To find out more about the Academy visit www.duluxacademy.co.uk

Academy colour training courses

Our Dulux Academy runs a range of practical courses for you and your team, covering everything from the basic principles of colour and design to more advanced learning. Take a course in understanding Dulux professional colour tools and how to use them, colour legislation and understanding the Equalities Act or develop your understanding of the science, theory and cultural significance behind colour. Whatever you need, each course is designed to benefit you and your business no matter how big or small.

To find out more visit www.duluxacademy.co.uk



RIBA approved CPD

We currently offer three colour CPDs which are RIBA approved. From a general introduction to the use of colour in the built environment, another with more focus on using colour contrast to maximise the inclusivity of a space and comply with the visual contrast guidelines in BS8300:2015 and Building Regulations Part M2 of the Equality Act 2010; to a more specialised CPD on design in spaces to accommodate those living with dementia.

Visit the RIBA CPD website to find out more and request your CPD presentation or speak with your account manager.

Visit: www.ribacpd.com/dulux-trade/26246/overview



Dulux Trade Paint Specification Creator

Experience the next generation of paint and woodcare specification with Paint Specification Creator. Use simple filters to find the right Dulux Trade paint for your project and let the technology add the relevant clauses, creating a professional document for tender every time.

Visit: paintspecificationcreator.co.uk



Occupant Centred Colour and Design Hub

Dulux Trade understands the way people engage with a building can be directly affected by its colour and design. With over 60 years specification experience across a range of sectors and working environments, we help professionals create more than beautiful and functional spaces. Focused on delivering the very best occupant experience, we'll help you create projects that enhance wellbeing, using sustainable options that give you confidence you are supporting your community, and preserving our planet's natural resources. Here, you'll find multiple design resources and case studies across healthcare, education, leisure and more.

Find out more at: Duluxtrade.co.uk/occd



Find a contractor

Find the right contractor for your project, one with the relevant skills and knowledge of the right sector and operating where you need them is not always easy. The Dulux Connect Directory can help you find a contractor who can meet the particular needs of your project.

By searching on the Dulux Connect Directory you will easily be able to shortlist and contact suitable contractors and you will have the assurance that these contractors are being supported by AkzoNobel account managers to ensure you get great service every time.

Visit: connectdirectory.dulux.co.uk

If you are a contractor who is interested in learning more about how to become a member of Dulux Connect please speak with your AkzoNobel account manager.



Lifecycle tool

Ask your AkzoNobel representative to demonstrate the potential impact over 30 years using our new Lifecycle tool, and discover the longevity and performance characteristics of traditional paints, through the process of cleaning, replacing unnecessary redecoration. By helping to minimise disruption, Dulux Trade offer a range of products to help contribute towards procurement, efficiency and sustainability targets.

