

Interpon[®]
powder coatings

EVERY COLOR IS GREEN



AkzoNobel



Trend Range **2013**

Interpon F
Interior and Exterior Furniture



Trend Range 2013

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Powder coatings for furniture

Color is important, exciting, energizing, relaxing, fun... the list goes on. And on. It brings our every day world to life and represents a myriad of signs, thoughts, emotions, and we are affected by it constantly. That's why we make it our business to be the experts - the Colour Futures collection is issued every year by AkzoNobel.

The **Interpon F Trend Ranges** are rooted in the 5 key themes outlined in Colour Futures. From these 5, interlinked themes, 30 carefully selected shades have been specifically chosen with furniture in mind – 15 for interior furniture and 15 for exterior. As color experts we know it's about working with you to achieve the design elements essential to the make up of your furniture. Combining the very latest in color trends effects and finishes with unbeatable protection and scratch resistance is at the heart of the **Interpon F range**.

What follows is an introduction to the trends that make up the 2013 collection. It's only a brief insight into the wonderful world of color, so for a more detailed explanation and look at the full color range visit www.colourfutures.com or simply get in touch.

Connections

The dominant theme for 2013 is 'connections'. Modern life is all about connections we make and the way things interconnect to create networks, dialogue and innovation. Because of the speed in which we consume information, we also need to disconnect every now and then. It's not just about social media, apps and gadgets, it's also about the way these technologies influence our state of mind and our need for understanding.

Interpon F Range

Collective Passion



If there is one thing that defines modern times, it is the way people come together for a joint purpose. In no way does it resemble the typical social movement of the 20th century. Those movements had leaders, a carefully maintained hierarchy and a well defined long term goal. The new types of gatherings are not so much a movement as a collective passion. Just like flocks of birds or shoals of fish who seem driven by a combination of intent and whim, these group initiatives may come together and disperse in an instant. Just like the visual feast of movement this trend represents, the color palette swoops from one color cloud to the next, with distinct color groups flowing together. These attention grabbing fluo and pastel colors express energy, joy, creativity and purpose. This look is bold and showcases the use of color on color. But it has a subtler side too, which sees these lively tones combined with chalk whites and warm grays.



Powdered by Interpon F

Fashion is said to become more and more colorful to attract the consumers in a financially unstable market. Furniture and the interiors will follow and pick up this trend. Layering of color, color variations and colors that surprise us with their playfulness will be seen in the interior.



Switching Off

Every now and then, it becomes hard to hear what's going on in our own heads. There's only one thing for it: we declare ourselves temporarily disconnected. For some, the goal of switching off is to find stillness, to clear the mind and create space for new thoughts. After all, many great ideas are born from looking up at the sky and watching the clouds while chewing on a blade of grass.

For others it's more about granting ourselves permission to do nothing at all, just for a while. Every now and then we just want to catch up with ourselves. Who are we? What was it that we wanted from life again? Afterwards, a feeling of tranquility and balance lingers. Maybe it doesn't last long but at least we know exactly where to go when we need to get back on track.

This is a palette of silent colors: ethereal hues we associate with tranquil snowscapes, mist hazes at the edge of morning and bedroom retreats filled with crisp linen and sultry deeps that speak of still waters, stary nights and the transient hours of dusk and dawn.





Harmonizing tones from Interpon F

Tinted neutrals, tinted blacks will be seen both on exterior and interior furniture. Accessories in the furniture landscape will carry the same feeling of excitement that is barely there and the play of matte and gloss will add to it. Delicate tones and slimmer more elegant lines will be visible in furniture design.

The Art of Understanding

There must be an army of grown-ups who as a child, decided to take apart their alarm clock only to realize that a desk full of tiny gears, cogs and mysterious springs is useless at waking you up in time for school.

This age old fascination of taking things apart and laying them out to understand their inner workings has been reborn on the internet. Various art blogs feature objects in their deconstructed state, displayed down to the tiniest nut and bolt to please the eye of the audience and create a feeling of clarity.

Both imagery and the message of this trend have a strong link to our current obsession with the fifties, a decade which in retrospect seems so orderly and perfect. In the fashionable, Kodakolor fantasies of the fifties – re imagined by shows like *Mad Men* and *PanAm* – the sun is always out, lawns are mowed to perfection, men and women perform their expected roles with a smile and all is well with the world.

Colors in this trend are sunny and uplifting like childhood memories and the ice cream colors for Prada's 2012 collection. Think chocolate cherries and macaroons, blue skies, raspberry ripple and mint choc chip. Pair these vintage inspired candy tones with laid back neutrals or deep teal and brown for a stylish combination with a twinkle in its eye.





Interpon F celebrates aesthetics

Furniture that displays a design and colors that are influenced by its construction will send a signal of order and make sometimes intricate design more understandable. Stronger colors complimented by brown and neutrals will help designers achieve this.



Home Factory



Self reliance and using crafts once associated with hippies living off the grid are suddenly cool again. This current fascination with home production is a trend that might develop into a large scale movement. Some people are now part time bee keepers, others are opening cafes in their homes or making paper and printing their own fabrics. This is manufacturing but on a tiny personal level which gives you total creative license.

The logistical processes that make the world go round have become progressively abstract over the years and the industries which provide us with food, warmth and shelter have almost been eradicated from the front office of modern life. As cushy and convenient as this seems, a lack of visibility has its draw backs.

Many people no longer possess a true understanding of the structure that supports them. Children in big cities often aren't aware of the relationship between the meat on their plate and the farmyard animals of their picture books. Since knowledge is power this means we have relinquished some of the control over our own lives, and some people want it back!

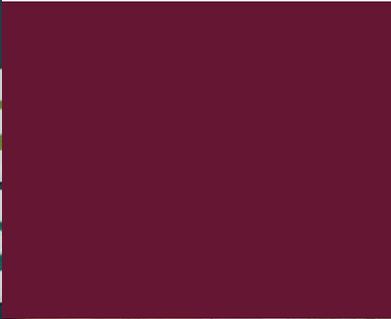
The colors in this palette are inspired by natural dyes. These are saturated, but simple colors which have an authentic rich quality. There are reds from beetroot and summer berries, the warm burnt orange of carrot juice or baked clay, the bright green of alfalfa and the beautiful indigo tones of denim.





Interpon F, simple yet effective

Simple, honest furniture and industrial design where the construction method is visible and understandable. Colors that add to an arts and crafts feeling, being self reliant without becoming retro.



Visual Solace

Every now and then the usefulness of nature is questioned. Suddenly art is a luxury and trees only take up space. But art and nature do offer us something important: they bring out the best in us as human beings. The beauty of art is that it has the power to move people deeply because it speaks to us on levels we can't quite put into words.

We can find the same solace and comfort in natural beauty. A stunning sea view or the first blossom of spring, not only reaffirms life goes on: there is a sense of serendipity – you feel lucky or even blessed to stumble upon such a nice surprise.

This kind of beauty is priceless. Knowing there are places like gardens, forests and beaches where you can simply be yourself and reconnect with nature or museums where you can go and view the ultimate in human achievement, is enough to reinstate your faith in life, the future and humanity.

This is a palette inspired by gardens in bloom and paintings by the Old Masters. Degraded mauve and floral pinks meet golden and bronze hues and natural, muted tones like linen and hessian. Darker violets complete the palette and provide a sultry depth. The overall impression is soothing, gentle and feminine.





Stylish Interpon F

Elegant, feminine and delicate furniture design displaying the curves of natural things. Colors that use fragility to enhance a design feature that would otherwise be lost. Colors with a transparent quality that hint at what is underneath.



Helping you be more sustainable

Interpon F Powder Coatings are durable, tough on protection yet kind to the environment with a full spectrum of color available.

Interpon F is a sustainable coating option because:

- There are no Volatile Organic Compounds (VOC's) in Interpon Powder Coatings
- There are no toxic components in Interpon Powder Coatings
- Around 99% of Interpon Powder Coatings can be reclaimed and reused meaning practically no waste
- Most applications of powder use less energy to apply and cure than competitor products.

All of this comes as standard. At no extra cost.

Interpon F is SMaRT

Interpon Powder Coatings are the only coatings company to receive the **SMaRT** (Sustainable MAterials Ratings Technology) third party accreditation. Sustainability is at the heart of what we do, and we help our customers and designers put sustainability at the heart of what they do.

“Everyone can say they have low VOCs and low energy usage but without proof, they’re just labels. **SMaRT** looks at everything - from policies with suppliers to a product’s after-life. It verifies the claims, it’s tangible proof.” Maria Gorycka, Interpon F Sustainability Project Leader.



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