

Wood Futures – Colour Trends 2018

Wood Coatings
Passion for wood



Including colour
shades for doors
and windows

sikkens
WOOD COATINGS

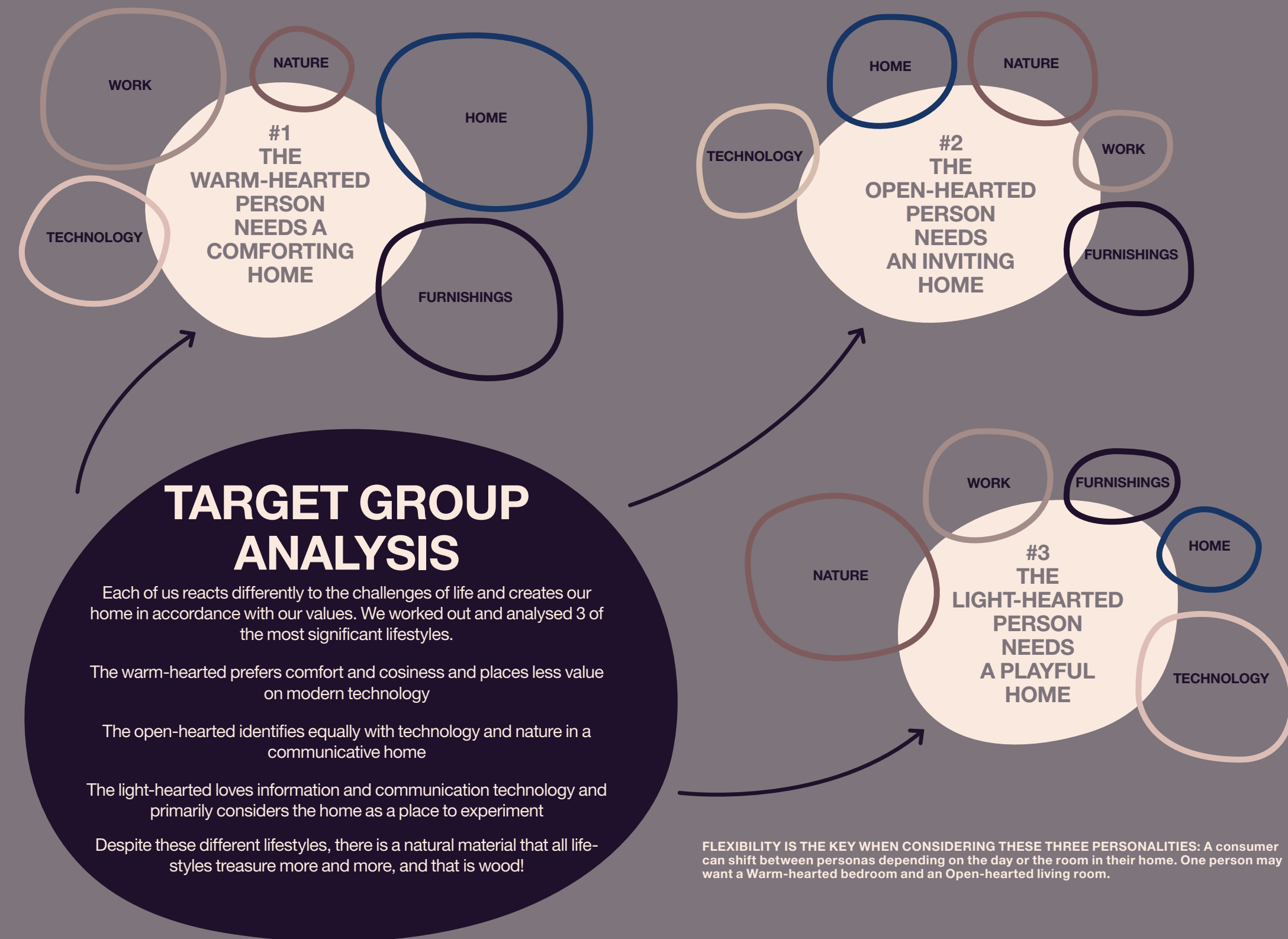


24/7

TECHNOLOGY/
BIG DATA
SOCIAL MEDIA/
ALGORITHMS/A.I.
/CCTV
FAKE NEWS/
INFORMATION
SATURATION

TRANSFORMING TRENDS INTO COLOUR FOR 2018

A team of designers and trend researchers from all over the world and AkzoNobel colour experts are analysing trends from various fields and cultures. This gives us the certainty that our key trends universally mirror the current overall mood. The present mood is characterised by information overload, technology, big data, social media, algorithms, video surveillance, fake news, etc. This data and information overload brings with it a great deal of activity and changes, and society is in constant flux where something changes everyday. The faster the world turns, the more important it is for us to go home and escape the hustle and bustle in order to live, recharge, and enjoy our values.



HEART WOOD

COLOUR OF THE YEAR 2018

With the Colour of the Year, Heart Wood, wood is enjoying a particular appreciation in 2018, because wood fulfils the desire to convey warmth and safety in the home. This means that wood is being used more and more in all living spaces today. Heart Wood mirrors the pleasant properties and value of natural wood and creates the pleasant atmosphere of a comfortable home with its grey-pink tones. In order to provide you more certainty when designing with colours and wood, the tones of the individual collections harmoniously flow into one another. Heart Wood, the 2018 Colour of the Year, is included in each of the 4 palettes.

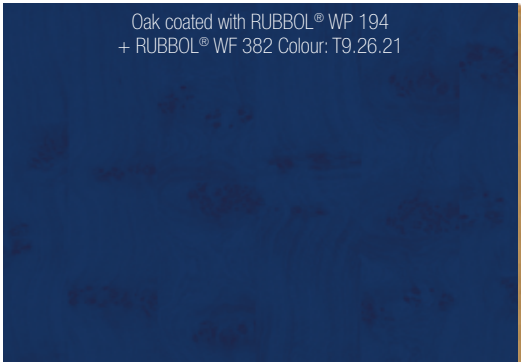
B5.05.52 10YR 28/072



Passion for wood

When looking for true personal value in one's own home, wood holds a special position of value that applies equally to each of the lifestyles mentioned. With wood, nature has created an amazing and sustainable resource that is difficult to surpass in terms of value retention and naturalness. There are practically no limits when creating custom designs. Wood allows spaces to speak! Despite the fact that we are always in “standby mode”, wood transforms rooms into a cosy home in which we can turn off and recharge in order to restart.

You refine and design wood in order to make living spaces more appealing and comfortable. And you love it. That love and passion for wood is what connects us. That is why we would like to keep you up-to-date on current trends in colour and wood. With the ColourFutures™ and WoodFutures trend texts, you always have the best information when it comes to the stylish combination of trendy colours and wood. Discover the Colour of the Year, Heart Wood, and the 4 current colour palettes with fitting woods.



Oak coated with RUBBOL® WP 194
+ RUBBOL® WF 382 Colour: T9.26.21



Spruce coated with Cetol® WP 566
Colour: Oyster



Oak coated with RUBBOL® WP 151
+ RUBBOL® WF 3300 Colour: B5.05.52



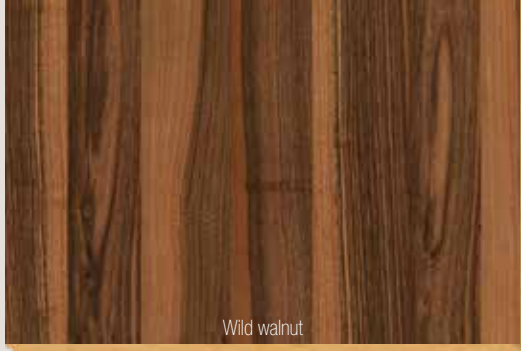
Oak coated with RUBBOL® WP 1900
+ RUBBOL® WF 3310 Colour: C2.06.68



Spruce



Wild oak



Wild walnut



Walnut



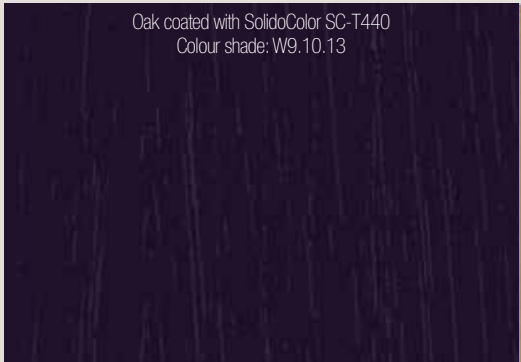
HEART WOOD HOME WARM AND ELEGANT

Heart Wood, the Colour of the Year, has seized upon the desire for sustainability and peace of mind. The soft grey-pink tones are reminiscent of a noble rosewood. The Heart Wood home colour palette, with its soft nuances and deep, powerful colours, provides you with numerous options to create harmonious comfort zones in which to feel comfortable and safe.

Transferred to wood, this means you can use warm, lively natural wood such as wild oak or walnut. Thus giving each room a natural and warm feel. By combining a deep purple or a dark brown, you can create a calm and elegant atmosphere in which to feel comfortable, to turn off and relax. Welcome home.



Ash coated with AqualitColor AC-T475
Colour shade: YN.02.45



Oak coated with SolidoColor SC-T440
Colour shade: W9.10.13



Oak coated with QuantumColor QC-T460
Colour shade: B1.08.37



Ash coated with DuracidColor FF DC-T460
Colour: C2.06.68

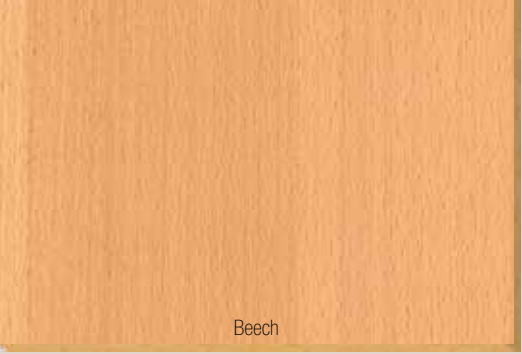
COMFORTING
HOME



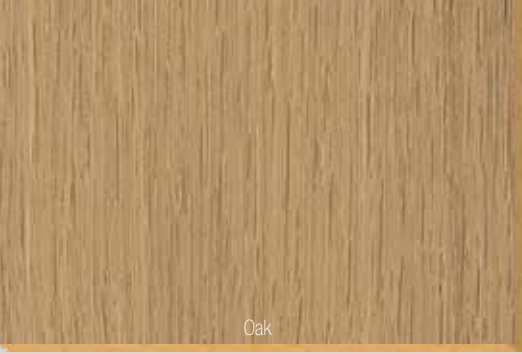
Colour designation from ColourFutures™ 2018. You can find this colour pre-mixed at your Sikkens Wood Coatings or AkzoNobel Wood Coatings retailer.



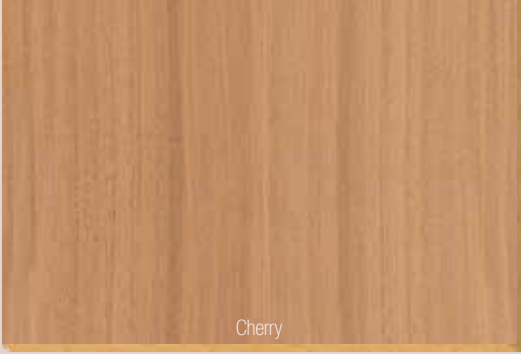
Teak



Beech



Oak



Cherry

COMFORTING HOME
COMFORTABLE AND CALMING



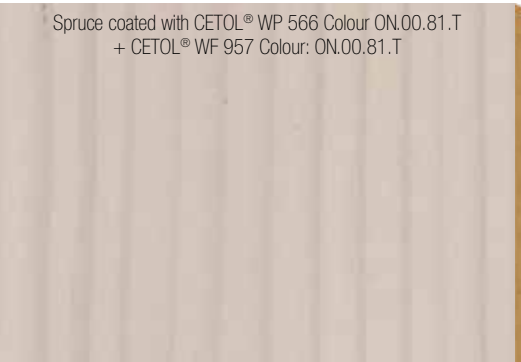
A comforting home radiates warmth and a cosy atmosphere. This is where the warm, harmonious and complementary colour tones of the palette come in. The darker earth tones create a feeling of comfort, and the clay and muted red tones help to calm the mind and the senses. Transferred to wood, this means you can choose warm natural woods such as teak or cherry wood. These woods suit the tones of the colour palette well and also create a calming effect. Architectural objects of the room, such as a shelf unit or a kitchen counter, can provide particular accents to the space when finished in matte or high-gloss tones. Play around with the colour tones of this palette! It is amazingly simple to create an overall harmony that conveys a relaxed atmosphere along with cultivated luxury.



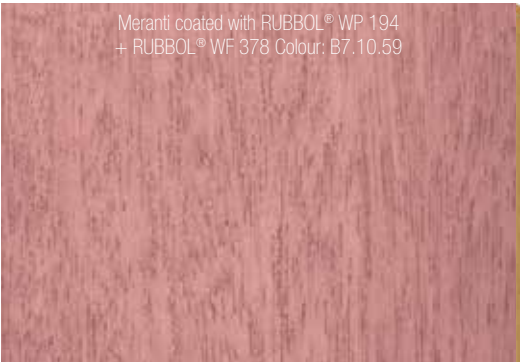
Oak coated with RUBBOL® WP 151
+ RUBBOL® WF 3300 Colour: C0.23.18



Meranti coated with CETOL® WP 566 Colour: JP006T
+ CETOL® WF 960 Colour: JP004T



Spruce coated with CETOL® WP 566 Colour: ON.00.81.T
+ CETOL® WF 957 Colour: ON.00.81.T



Meranti coated with RUBBOL® WP 194
+ RUBBOL® WF 378 Colour: B7.10.59



Ash coated with DuracidColor FF DC-T460
Colour shade: E2.17.58



Oak coated with AqualitColor AC-T475
Colour shade: D0.31.44



Oak coated with SolidoColor SC-T440
Colour shade: C0.23.18



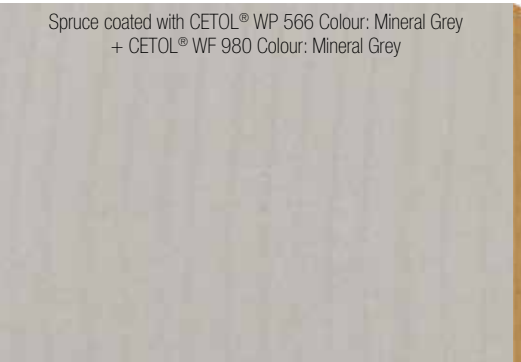
Ash coated with QuantumColor QC-T460
Colour shade: F1.11.72



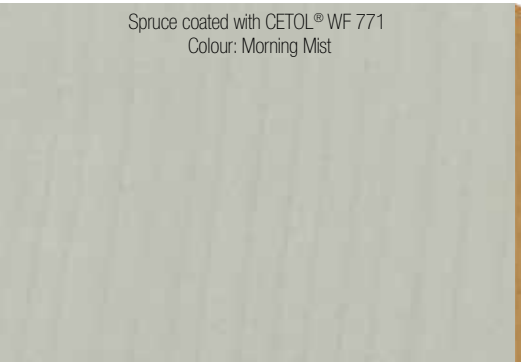
INVITING HOME



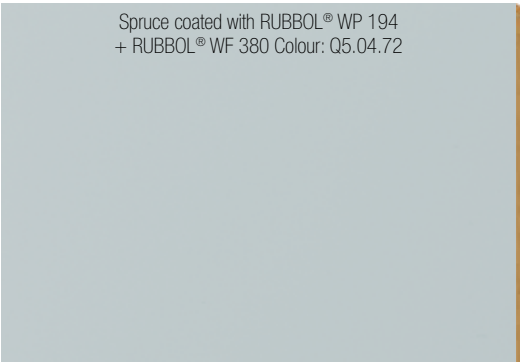
Meranti coated with RUBBOL® WP 194
+ RUBBOL® WF 387 Colour: B5.05.52



Spruce coated with CETOL® WP 566 Colour: Mineral Grey
+ CETOL® WF 980 Colour: Mineral Grey



Spruce coated with CETOL® WF 771
Colour: Morning Mist



Spruce coated with RUBBOL® WP 194
+ RUBBOL® WF 380 Colour: Q5.04.72

Colour designation from ColourFutures™
2018. You can find this colour pre-mixed at
your Sikkens Wood Coatings or AkzoNobel
Wood Coatings retailer.



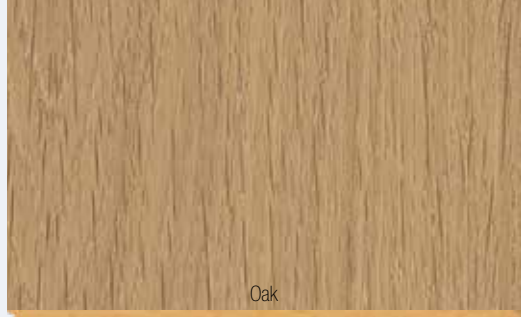
Ash



Maple



Spruce



Oak

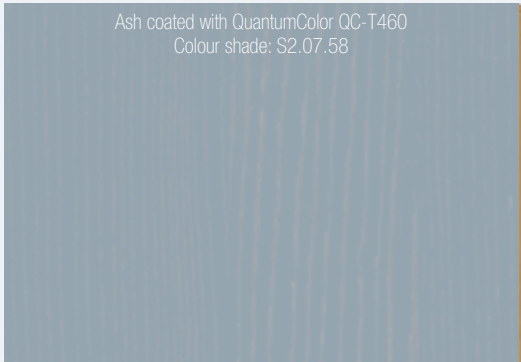


INVITING HOME FRIENDLY AND INVITING

The home is centre of social life and thus the meeting point for friends and family. Accordingly, giant sofas and a large dinner table create a feeling of sociability. The bright and friendly colour palette underlines this inviting character. The cool blue tones represent a more austere lifestyle, while the light-hearted neutral tones and the soft sea green express a desire for company. Transferred to wood, this means that bright, feminine woods such as spruce, maple, and ash match this colour palette well. They are a good addition to the soft pastel tones and underline the natural and informal. The dark tones are ideal for designing windows and door frames. With partial spaces on the walls, these colours create the perfect frame for very special furnishings.



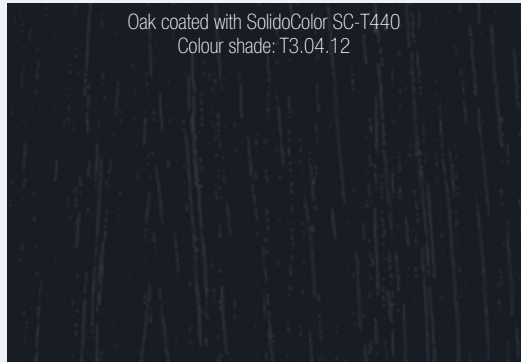
Oak coated with DuracidColor FF DC-T460
Colour shade: S2.13.39



Ash coated with QuantumColor QC-T460
Colour shade: S2.07.58



Ash coated with AqualitColor AC-T475
Colour shade: Q5.04.72

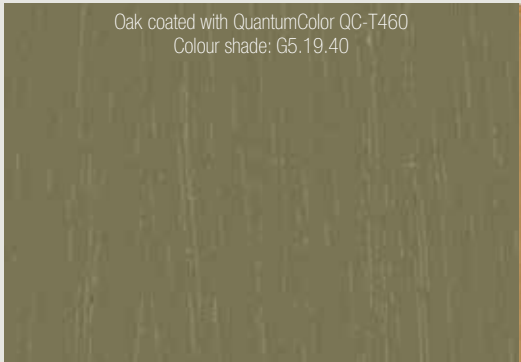


Oak coated with SolidoColor SC-T440
Colour shade: T3.04.12



PLAYFUL HOME LIVELY AND INSPIRING

Our home can be both regenerative and inspiring at the same time. We got the inspiration from painters, musicians, and authors whom we especially admire, but also friends with whom we share ideas and dreams. The colour palette creates a vibrant and stimulating atmosphere and encourages a care-free, creative lifestyle. Transferred to wood, this means that nothing is more inspiring than nature. From there, we took a look at the green tones. Natural woods, finished in a dull matt and used in combination with these trendy colours, create a natural, playful, and creative effect. Yellow-green and gold ochre inspire the senses and can be used to suit attractive woods like walnut, beech heartwood, or wild oak. The contrast creates suspense and has a lively effect full of energy.



OUR TINTING SERVICE WILL MIX
YOUR DESIRED TONE FOR YOU

With our colour paints, you can choose NCS, RAL, Sikken, sanitary colours, etc. from over 16,000 colours, or have a special tone created according to a customer sample (synthetic, material etc.). Almost anything is possible with our proprietary colour measurement software.

Our retailers can offer you this excellent tinting service directly in the store. Numerous effects, 3D surfaces, and glass finishes are possible in many tones as well as single colours. Standard colours are normally available within 24 hours in most cases, often on the same day. This allows you to move through the design phase quickly and shortens the overall project.



BECOME A TREND CONSULTANT

Let yourself be inspired by the creative opportunities for combining colours and wood trends and become a 2018 trend expert. With ColourFutures™ and WoodFutures as well as the stencil you can very easily illustrate the interplay of colour and wood for your customers in a consultation and come to the right decision. And this is how:

You can simply remove the stencil from the fold-out on the rear page.



1. Remove stencil



2. Choose the matching world of colour.



3. Apply the desired wood pattern from WoodFutures to the colour to be combined from ColourFutures™ within the same world of colour.



4. Now hold the stencil over the wood pattern and colour so that the combination can be observed in isolation.



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AkzoNobel creates everyday essentials to make people's lives more liveable and inspiring. As a leading global paints and coatings company and a major producer of specialty chemicals, we supply essential ingredients, essential protection and essential color to industries and consumers worldwide. Backed by a pioneering heritage, our innovative products and sustainable technologies are designed to meet the growing demands of our fast-changing planet, while making life easier. Headquartered in Amsterdam, the Netherlands, we have approximately 46,000 people in around 80 countries, while our portfolio includes well-known brands such as Dulux, Sikkens, International, Interpon and Eka. Consistently ranked as a leader in sustainability, we are dedicated to energizing cities and communities while creating a protected, colorful world where life is improved by what we do.

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