



**MEDIA RELEASE
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DULUX COLOUR BURST OFFERS MORE POSSIBILITY WITH WORLD OF COLOUR SERIES II

For the first time in a decade, Dulux® has introduced over 530 new colours to its range for Australian and New Zealand design professionals, to be launched as Dulux World of Colour® Series II in December 2016.

Dulux World of Colour Series II includes new and improved greys, neutrals, naturals and dark shades, along with a wide selection of cleaner and brighter vibrant colours, offering 'more colour, more possibilities'.

The new offering has also included an update to Dulux's core colour range, and includes an expansion of popular natural Colours of New Zealand based hues.

Dulux World of Colour Series II includes over 4800 Dulux colours, marking an extensive range to suit every project and design style: large or small, interior or exterior, commercial or residential, modern or traditional, bold or subdued.

Andrea Lucena-Orr, Dulux Colour Planning & Communications Manager, says the greater colour offering will inspire and fulfil the needs of architects, specifiers and designers like never before.

"Developing the Dulux World of Colour Series II range has allowed us to explore colour potential and offer both inspiring and widely-usable colours which design professionals will love.

"We have enhanced the Dulux palette most notably with a depth of neutrals and greys, which will help design professionals to bridge gaps which previously existed between colours, and add smaller steps for monochromatic shading.

"The sheer amount of colour available with Dulux World of Colour Series II is highly useable, as is the ability for specifiers follow a hue through the full spectrum from lightest to darkest shade," Andrea says.

Phil White, Dulux General Manager – Trade, says the expanded colour offering reflects Dulux's commitment to providing innovative and relevant solutions for the industry.

"We are thrilled to launch Dulux World of Colour Series II and look forward to seeing design professionals across Australia and New Zealand enjoy easier specifications and new possibilities with colour use," Phil says.

Relevant colour tools for design professionals have also been refreshed, with an updated Dulux Atlas and Fan deck available as part of the launch.



To find out more about the World of Colour Series II and explore the latest colours, visit dulux.com.au/worldofcolourII

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For more information, images or interview opportunities, please contact PR Edge:

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