

Media release

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AkzoNobel's Collection Futura reveals new powder coating trends and colors

Architects, designers and developers have an exciting new source of inspiration to draw from following the launch of Collection Futura 2018-2021 by AkzoNobel's Interpon powder coatings brand.

Full of the latest material and design trends, the collection – which is updated every four years – features an extensive range of highly durable and sustainable colors and finishes developed together with trend experts PeclersParis. It is based on several globally-identified trends for 2018-2021: Glam City, Time Out, Treasured Light and Wild Nature.

“Our color expertise and continued development of durable and sustainable solutions drives the creation of our Collection Futura,” explained Jean-Paul Moonen, AkzoNobel's Powder Coatings Global Segment for Architecture. “The new collection includes a range of special finishes for use on exterior architectural metal components; products which are innovative, sustainable and always on trend.”

Each theme in the collection includes a unique range of colors, textures and effects that reflect the design and societal trends seen throughout the world. Innovation is also highly visible through two completely new finishes: silky texture and cotton.

Glam City includes modernist influences and baroque trends with intense, dark tones centered on reds, blues and greens. Time Out provides inspiration for soothing living spaces, with light tones based on colored whites and soft neutrals. Treasured Light offers sensual and more refined versions of metallic brilliance including brass, pink gold, pale copper and silver. Wild Nature explores more primitive, wild expressions of nature and features earthy browns, peaty khakis, anthracite greys and charcoal blacks.

Continued Moonen: “The new range of finishes will enable customers to achieve just the right effect in any environment while helping them contribute to the future of green building and sustainable development.” He added that the company's Interpon powder coatings have achieved a third party Environmental Product Declaration (EPD) certification, which includes a lifecycle analysis of the raw materials used in the product itself, the manufacture of the product, its shipment and application.

It's now 20 years since AkzoNobel launched the first special finishes collection for the powder coatings market worldwide. This is also the 15th year that the company has worked with Peclers to create a new trend collection for architects and designers as the global leader in powder coatings. In addition, AkzoNobel was the first powder coatings producer to launch the fine texture Sablé finishes, which have since become a major success in the powder coatings industry.

About AkzoNobel

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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