



Jotun Protects Property

REVEAL EDGE

Reveal Edge

Technology made for you

Powder Coatings

Industrial

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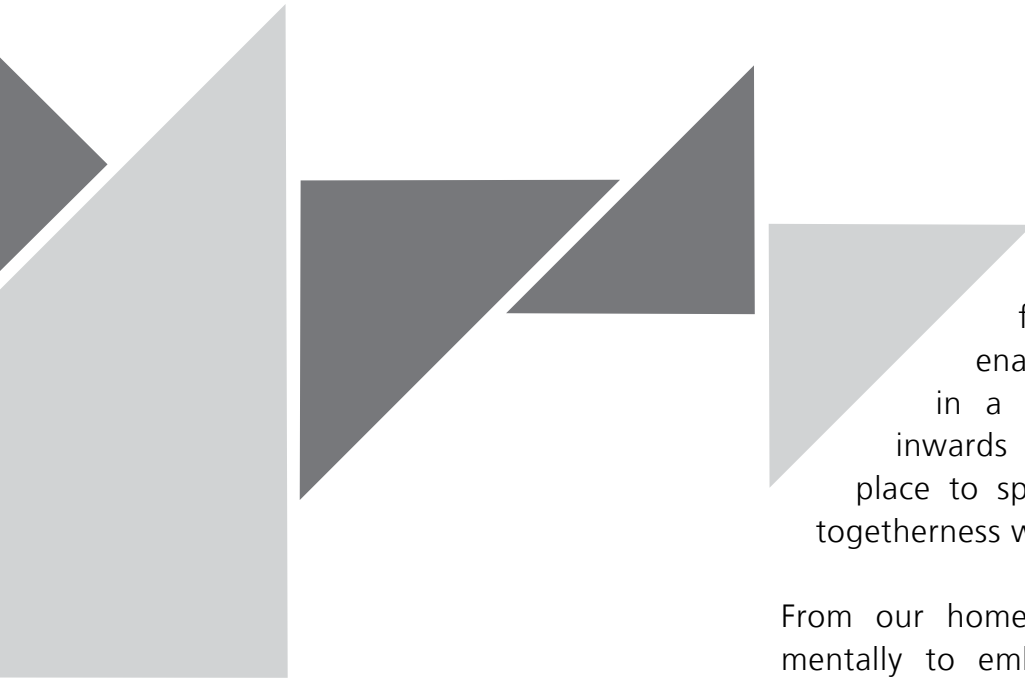
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LIVE A SPARKLING LIFE



Interiors have become places, where we like to feel connected to friends and family. While technology enables us to live increasingly in a networked world, we turn inwards to make indoors a special place to spend quality time and share togetherness with people we care for.

From our homes, we escape virtually and mentally to embrace global cultures, their beauty, styling, values, ritual and spirituality. Setting imagination to flight, we explore creativity, extend our wisdom and enter dream worlds that spur ingenuity. We look for the practical everyday but want to be unexpectedly delighted, provoked in our leisure time. At a

place of work, we demand focus and clarity, but when we set out to play, to be entertained and shop, we want excitement and satisfaction.

The Reveal Edge Colour Trends celebrate this thought and attempts to enhance products with a carefully curated range. While we embrace simplicity, we want the upgraded objects to be refined and well designed. In modern-day space, the objects of utility are chosen pieces of decoration. They are like contemporary art. People carefully choose to build the character of a space resonating with their personality. Possessions that they live with everyday begin to complement their own nature and that of the other objects.

The Reveal Edge colour collections are relevant for a fast changing future. The brilliant colours

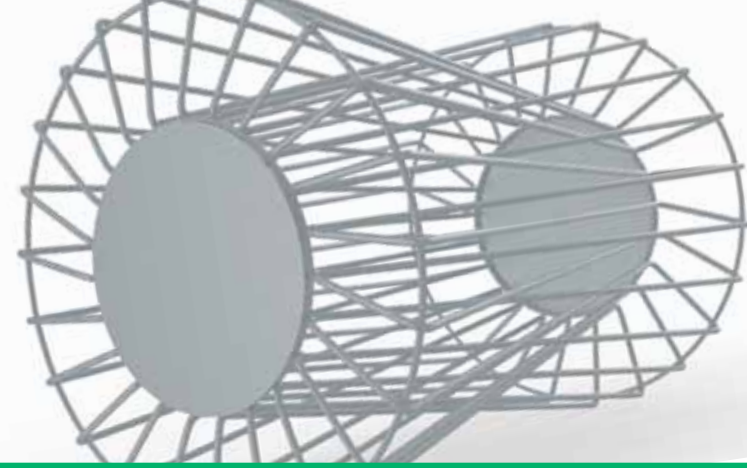
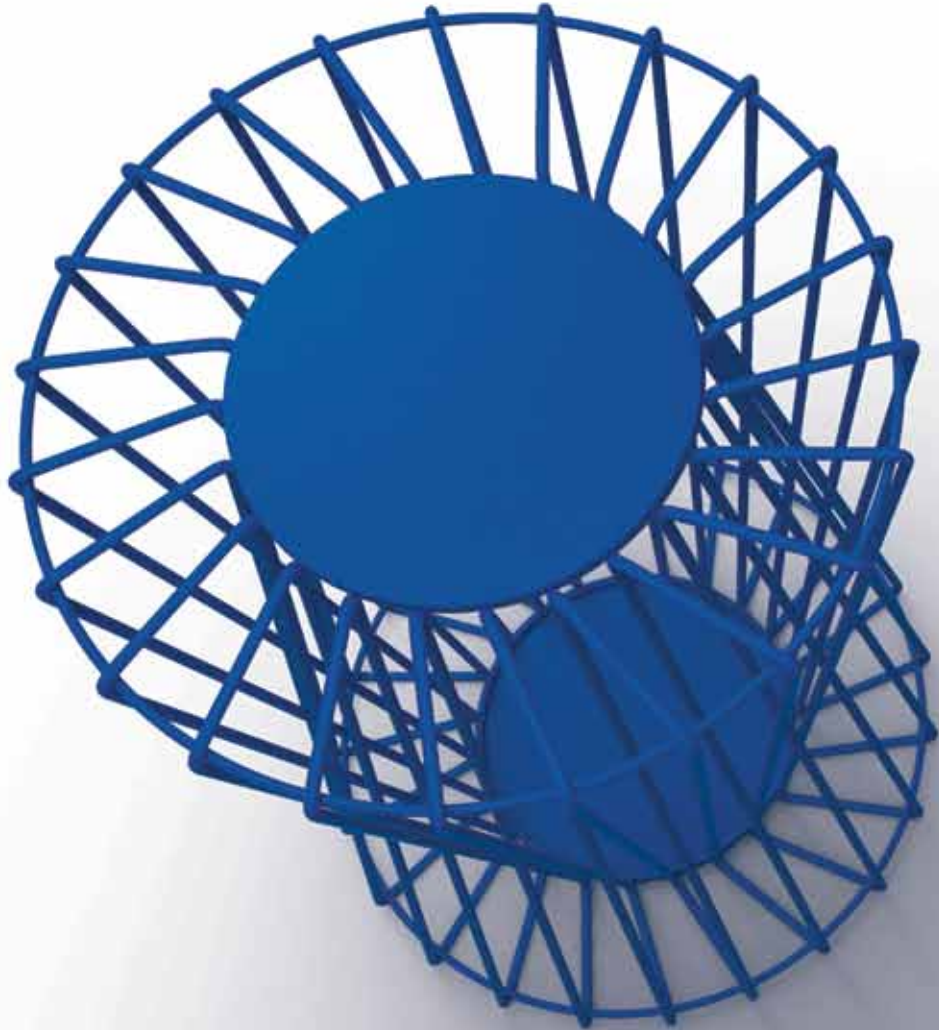
enable your brand to convey compelling stories by striking an emotional chord with consumers. The thematic directions allow Industrial Designers to take colour decisions based on the feeling they want to emote through their products. The products could be home appliances including refrigerators, washing machines, stylish small kitchen equipment, and in the retail area, shelving and displays, to entice customers to purchase new products.

At home and work, there are significant design opportunities for fixtures and furniture, wall units, shelving, storage cupboards, seats and chairs. When visualising interiors, designers can concentrate on making their mark with beautiful aesthetics while trusting the strong quality and industrial technical standards of Jotun Powder Coatings.

The Trend Colours are grouped into four themes: Clarity delivers crisp clean colours, Foundry features robust and authentic shades, Enliven reveals sensational hues and Retrace completes the range with a classic palette.







The idea of simplicity is in the forefront in almost every field. It's born from a reaction to an overdose of visual information, time and space restrictions. It is essential to come straight to a point.

There is an urgent requirement to pare down, to get simple content. The clarity colour palette contains crisp modern colours of cobalt, techno green, silver and teal, the natural tendencies of air, water and earth.

REARRANGEMENTS

FLUIDIC LINES

DECONSTRUCTED ORGANISATION

COLOUR CALL OUT

SEAMLESS CONTOUR



APPLICATION ON PRODUCTS



Lively Lifestyle

Strong saturated colours reflect liveliness and are teamed with silver sparkle for contrast of matt and shine.

Natural Tendencies

Crisply rendered colour contrasts easily with natural materials. There is a juxtaposition of textures, smooth gloss metal finish against surfaces with a warmer feel.





Healthy Balance

Clean whites symbolise light filled homes, smart appliances, glistening clear surfaces, cleanliness and purity.

Smart Storage

Trendy green keep workspaces fresh. An easy colour to live with, it artfully cuts the clutter on storage shutters.



FOUNDRY



AUTHENTIC USAGE OF MATERIAL FROM A WORLD OF WORK



上海城市

艺术
ANGRAJ SCULPTURE

Art & City 2011

Form, Function, Foundry is a reflection of the classical world of work. The concept strongly conveys the message of an emerging modern society rooted deeply and comfortably in its own physical surroundings.

The palette is 'influenced materiality' - at once robust and ultra-modern, mellow and traditional. The real materials, the strong foundations of yesteryear create the new design horizons of tomorrow. Metal, stone, wood and leather are authentic materials of the classic workman. These are the assets, which inspire colours like chrome, bronze, ochre and brick.



MATT & GLOSS FINISH

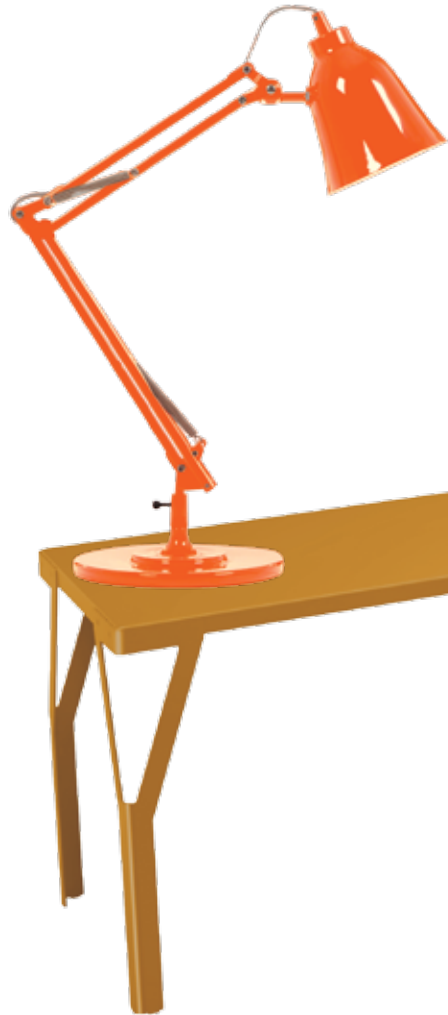
RUGGED AND TOUGH

MUSCULATURE

SIMPLY PRACTICAL

SPACIOUS EFFICIENT DESIGN

SOLID FINISH

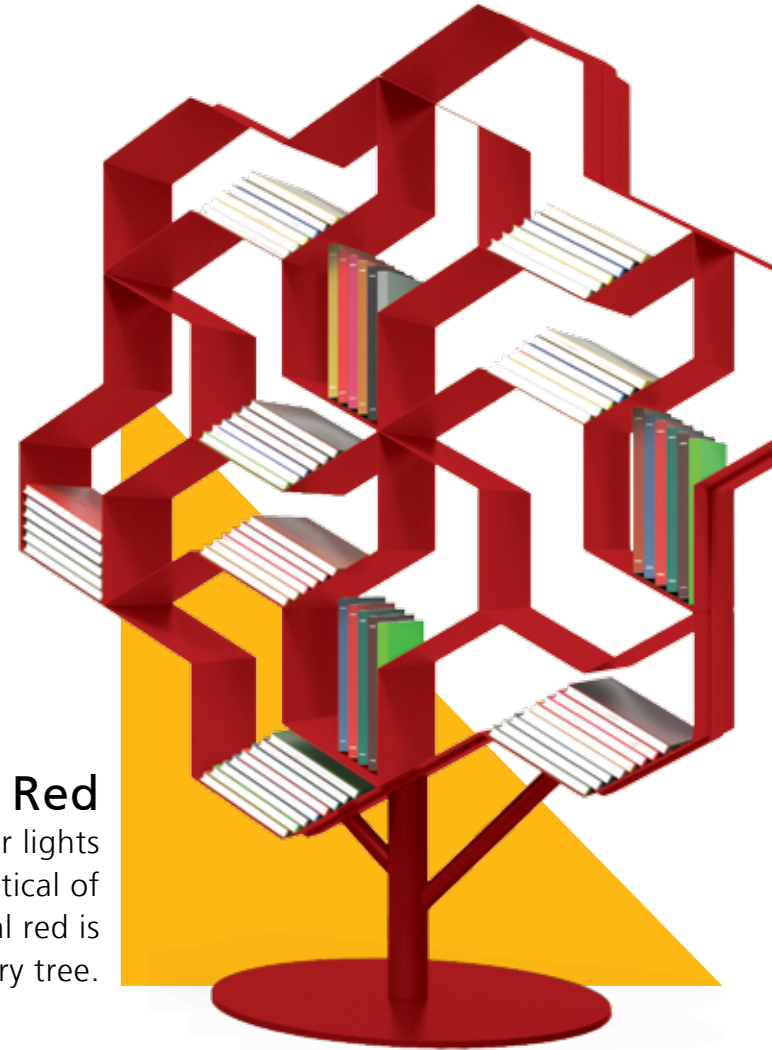


APPLICATION ON PRODUCTS



Glowing Gold

Warming colour tones bring comfort to the heart and home. Gustatory colours are from food like caramel butter and autumn's harvest gold.



Riveting Red

The energetic colour lights up the most practical of products. A vivid signal red is striking on this library tree.

Two modern chairs with bright red and orange seats on black bases. The red chair is positioned slightly behind and to the left of the orange chair. A brown triangular graphic element is in the background.

Dynamic Duo

Opposites attract. Attention grabbing red turns heads and captures hearts. Solaris reflects back the adulation.

A pair of overlapping chairs, one in a darker shade of orange and one in a lighter shade. A red triangular graphic element is in the background.

Perfect Pair

Inspirations from materials that have a soul and life. A pairing of two subtle shades has polished depth with luxe looks.

ENLIVEN

reclaiming personal life





Through imaginative getaways, we seek life-enriching experience. There is an innate need to reclaim personal life, unplug and relax.

Technology itself is the medium for creating these sensorial hibernating zones. It appears camouflaged around us in a blurred, rhythmic and poetic manner.

Enliven colour palette contains intense colours of red, pink, silver, rose blur and a black gold. Sensual and sensorial, the colours come onto products in a kinetic, dreamlike and fantastical manner.





EDGY

GENUINE LUXURY

STATUS APPEAL

ELEGANT METALLIC FINISH

RICH AND COMPLEX

COMPLETE SENSORIAL EXPERIENCE

APPLICATION ON PRODUCTS

Image Maker

The celebrity is not only in front of the camera! Personal accessories are image makers and style statements for the user.



Fantastic Flavour

Deep tones of berries and fruit bring fullness of flavour and life to small kitchen appliances, triggering taste.

Chic Glamour

A glimmer of colour expresses quiet luxury on surfaces that we take for granted.





Sensational Structure

Rich and complex colours complement the desires of people who want to own sensational personalised design objects.



Metal that Moves

New techniques of laser cutting and perforation make metal a sculpture in motion. Kinetic colour becomes a sensorial experience.

retrace

rejoicing classic forms that transverse generations



The story is driven by memorable icons and classic forms. Retrace banks on celebrating a beauty that traverses generations. Fatigued by the fake, we find value in real experiences.

There is an evocative tension, not in ages, but in philosophies between tradition and avant-garde, between future and past, which are now wholesomely connected.

The retrace colour palette includes dark mystical and weathered colours. Quietly shimmering with mineral depth, they are the nouveau natural.



CLASSIC FORM

COMPLEX CONTOUR

REAL RESPECT

ENDURING

WELL PROPORTIONED

SCULPTED



APPLICATION ON PRODUCTS



Mineral Depth

Eons of evolution are captured in a glittering black. Like a diamond in the rough, it gives a new life to classic black.



Subdued Shimmer

Two grades of grey render precious small objects in neutral colours of timeless tradition.



Iconic Style

The metal wire chair is a design icon in every age. The timeless green can be a retro flashback or fashionably forward in a futuristic rendition.

Enduring

A balance between rather traditional colours and strong effects is made possible through new material innovations.



ABOUT JOTUN

Jotun is one of the world's leading manufacturers of decorative paints, marine, protective and powder coatings.

The group has 74 companies and 39 production facilities on all continents. Jotun products are available in 90 countries through own subsidiaries, joint ventures, agents, branch offices and distributors. At Jotun Powder Coatings, we are committed to develop, produce and deliver solutions that create value through consistency in application, enhanced appearance and superior durability.

AN ECO-FRIENDLY SOLUTION

Every time you use Jotun products, you can rest assured that you are working towards a greener, more sustainable future. Being environmentally friendly, our powder coatings do not contain solvents, so no Volatile Organic Compounds (VOCs) are released into the air. Oversprayed powder can be recycled with minimal wastage, and disposal is easy and safe. In addition, all Jotun Powder Coatings' products are lead-free.

STAY IN TOUCH

Please contact us for more information on Reveal Edge. We offer company training on our product portfolio and the powder coating technology through a number of powder schools that we run for selective customers. Feel free to contact your local sales representative for more information.



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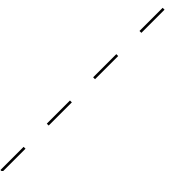
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