

Media release

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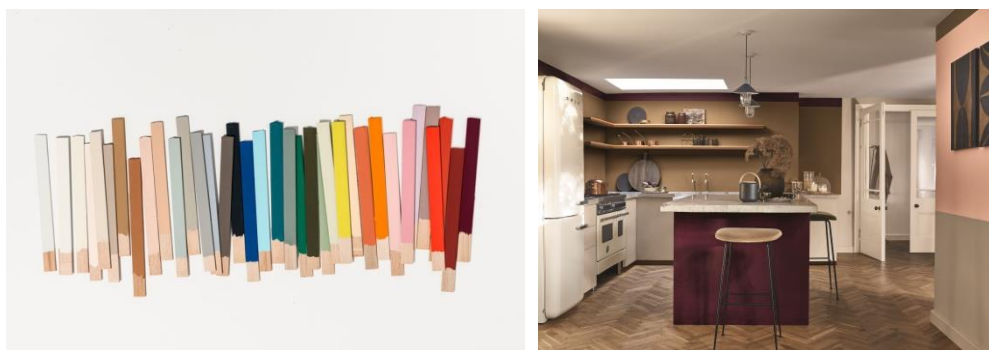
AkzoNobel embraces the sweet life with Spiced Honey – Color of the Year 2019

AMSTERDAM – Spiced Honey has been unveiled by AkzoNobel as the Color of the Year for 2019. The shade was selected following expert research into global trends, insights and consumer behavior.

Perfectly capturing this year's theme, "Let the light in," the warm amber tone is being marketed under well-known decorative paints brands such as [Dulux](#), [Coral](#), [Levis](#) and [Flexa](#).

It's a versatile and contemporary choice, complementing a wide variety of lifestyle and interior design preferences. It also expresses the new sense of optimism felt throughout the global trend research that was carried out.

"Today's reveal of Spiced Honey is another milestone in empowering consumers worldwide to choose paint colors with absolute confidence," said Heleen van Gent, Creative Director of AkzoNobel's Global Aesthetic Center. "It's a color that can be calming or nourishing, stimulating and energizing, depending on the light and colors surrounding it."



Trend research is a vital part of identifying the Color of the Year, and it plays a big role in helping AkzoNobel meet the needs of its customers around the world.

While the Color of the Year is of major significance for the decorative paints market, the insight that is gathered is also highly relevant to AkzoNobel's coatings portfolio. For example, the Specialty Coatings business translates the annual trend research for customers in the consumer electronics and automotive markets. Meanwhile, color stylists at Wood Coatings use the information to offer on-trend color selections for product developers and designers in major markets, such as furniture, cabinetry, flooring and building products.

"Our latest trend research shows that people around the world are experiencing a renewed sense of energy, optimism and purpose," continued Van Gent. "We want to reach out, engage with others and make things better. Spiced Honey reflects those desires. Last year, many of us were left unsettled by global events, so we closed our doors to retreat and regroup. Now we feel ready to open our windows and let the light in."



AkzoNobel colors begin their journey at the company's Global Aesthetic Center, which has been responsible for trend analysis, color research, color design and art direction for more than 25 years. Each year, leading design professionals from all over the world are invited to come together to capture the mood of the moment, which is then translated into the annual color palettes.

The choice of Spiced Honey has also inspired four harmonious color palettes. They are designed to stimulate consumers and make it easier for them to experience the Color of the Year via the use of various tools, such as wet testers and the Visualizer decorating app. Watch our [video](#) to learn more about how the four palettes can be used in interior spaces.

For more information about the 2019 Color of the Year, visit the [Colour Futures](#) web page or follow #CF19 on social media.

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About AkzoNobel

AkzoNobel has a passion for paint. We're experts in the proud craft of making paints and coatings, setting the standard in color and protection since 1792. Our world class portfolio of brands – including Dulux, International, Sikkens and Interpon – is trusted by customers around the globe. Headquartered in the Netherlands, we operate in over 80 countries and employ around 35,000 talented people who are passionate about delivering the high performance products and services our customers expect. The sale of our Specialty Chemicals business is expected to be completed by the end of 2018. For more information please visit www.akzonobel.com.

About AkzoNobel Specialty Chemicals

Industries worldwide rely on our essential chemistry in the manufacture of everyday products such as paper, plastics, building materials, and personal care items. Building on the dedication of our 9,500 employees and our shared commitment to safety, sustainability, and open innovation, we have established a world-class business and built strong partnerships with our customers. We operate in over 80 countries around the world and our portfolio of industry leading brands includes Eka, Dissolvine, Trigonox, and Berol.

Not for publication – for more information

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