



PRESSEINFORMATION
PRESS RELEASE

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RENOLIT Colour Road 2010/2011

Coloured Climate Change

Trend towards warm colours

Worms / Bad Salzuflen, 8. February 2010 –The global climate and its determining elements were the themes chosen by the **RENOLIT** Trend-Service Colour Road 2010/2011. The further developed colour range, called „Transmission“, is divided into five distinctive colour worlds, with variations ranging from white and silver tonalities, and earthy colour compositions in beige and copper, up to new blue and green colour shades.

The distance of the galaxy

All colours have that warm and cosy vibrancy in common. Even the usually distant silver metallic, which in the new colour range stands for the glowing nebula of the universe, appears in the current *Stardust Silver* execution light but not cold. It herewith creates a harmonic contrast to both, the dark charcoal coloured *Meteor Grey*, as well as to the blue metallic shades *Glass* and *Ocean*. Preferred application areas are kitchen furniture, shop constructions and public or commercial buildings. The same applies to *Meteor Grey*, which due to its very small blue content appears as broken black and hence less hard. The charcoal shade comes across as especially classy in combination with very light wood decors – especially when iriodine pigments convey an additional elegant glow.

The power of the sun

The new yellow and bronze tonalities symbolize the aridity and the bleached - out colours of the Sahara. The muted *Straw Yellow* can be applied on large surfaces in the kitchen, rooms for kids and shop constructions; fitting to this are grey tonalities or warm, reddish wood struc-



tures. The new metallic *Amber Gold* tends towards bronze and preferentially harmonizes with cognac-coloured or exotic woods. The metallic shimmer of Amber Gold confers furniture and built - in components at home, in shops and commercial buildings a particular elegance.

The higher the red content, the warmer is the colour impression. A range of warm beige shades up to shimmering copper tonalities represents the battle between earth and sun. The warm yellow-orange of *Desert Orange* harmonizes well with other shades of this composition and highlights dark brown woods. Corresponding tonalities are *Straw Yellow* and the intensive *Sun-dried Orange* - its colour resembles sun-dried fruits. Grey, blue and violet tonalities are suitable combinations, muted and dark exotic woods are effectively emphasized. *Sun-dried Orange* confers kitchen, kids rooms and shops a natural cheerfulness.

Earth proximity

A colour "warming" can be even noticed with the water and land symbolizing green and blue colours. The fresh *Tropical Green* with its slight tendency towards yellow appears engaging, light coloured woods such as birch and maple are as much preferred partners as are the darker green shade *Humus* as well as the *Straw Yellow* colour. The dark blue *Wave Blue* contains some red, but it still emanates the familiar coolness of the blue colour. Light maple structures create a suitable contrast and, if desired, a plain white creates a maritime freshness.

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