

COLOUR SOLUTIONS

# CustomColour™

Inspired. Matched. Made.

**Dulux®**

**POWDER  
COATINGS**

Dulux World of Colour®  
CustomColour™  
Powder Coatings

**Dulux®**

Matched.



Australia

Worth doing, worth Dulux®.

## Worth doing, worth Dulux.®

CustomColour™ is a premium service providing customised colours produced on a made to order basis, across the Dulux Powder Coatings range.

If you can't find the specific colour you require in our stocked, readily available range of Dulux World of Colour Powder Coat Series colours, you'll find everything you need to know about our CustomColour™ service right here.

# CustomColour™

Inspired. Matched. Made.



### Inspired

Whether you're looking to match one of our 4,750 Dulux Atlas paint colours, an industry standard or your inspiration needs a truly bespoke colour solution, we're here to help. At Dulux, we're inspired by the power of colour in delivering creative vision and will work closely with you on a solution that fulfils your design intent and meets your project requirements.

### Matched

After confirming the product technology best suited to your project requirements, we combine art and science to create your CustomColour™. Our laboratory technicians use an electronic colour measuring device called a spectrophotometer to determine the combination and level of pigments required to produce your target colour.

Our highly skilled colour technicians will fine tune and adjust the formula based on their visual assessments to ensure the best result possible. You'll then be sent a powder coated CustomColour™ swatch panel for approval within 2 weeks.

In some instances, the laboratory matching stage may not be required if we have an existing match that fulfils your requirements.

### Made

Once a match is approved (new or existing) and we receive an order, we'll schedule and manufacture your CustomColour™ and have it supplied to the powder coater appointed to your project. The manufacturing process can take 2–4 weeks excluding delivery.



## Lead Times\*

### Colour Matching Service

The timeframe required to create and provide powder coated swatch samples of your CustomColour™ is 2 weeks from receipt of a standard or sample to match.

### Made To Order Service

The lead time to manufacture CustomColour™ orders ranges between 2–4 weeks. More accurate timing is provided once samples are approved and an order is placed.

\*Lead times exclude delivery and may vary at times of unexpected demand.

## Other Considerations

### Minimum order quantities

Unlike paint which can be tinted to thousands of shades and colours, the colour of a powder coating can only be produced at factory level during the manufacturing process. That's why there are minimum order quantities required to produce CustomColours™.

The minimum order quantity for most products is 20kgs. As powder coatings typically cover 6–10m<sup>2</sup> per kg, if the surface area being coated is less than 100m<sup>2</sup>, your requirements may not meet the 20kg minimum order quantity applicable for most products. Kinetic® Technology products will require a 200kg–300kg minimum order quantity† depending on product range.

### Affordability

CustomColour™ powder coatings are produced on a made to order basis and therefore attract a premium price. Your powder coater will be able to provide you with a detailed quotation. For architectural projects requiring a warranty, you will need to select a Dulux Accredited Powder Coater. A list of Dulux Accredited Powder Coaters can be found at [duluxpowders.com.au/find-accredited-powder-coaters](http://duluxpowders.com.au/find-accredited-powder-coaters).

### Project Type

The environment, conditions, commercial nature and warranty requirements of the project, will determine the technology and therefore the product range required. For example, Duratec for commercial project exteriors or Alphatec for non-habitable projects not requiring a warranty. Not all colours can be accurately produced using all product technologies but we will always do our best to find a solution for the specific project requirements.

†Kinetic® Technology is a process used to optimise the aesthetic effect of many of our pearlescent finishes by bonding pearlescent and/or metallic pigments to powder particles. Minimum batch sizes of 200kg–300kg are a requirement of the bonding process.



## CASE STUDY

To achieve the design vision for a clay terracotta look, three colours were expertly matched and created by our CustomColour™ service in the Dulux Duratec Elements textured range. The colours were applied to vertical aluminium louvres on all four sides of the building exterior, providing a stunning and unique finish.

**Project:** TLC Aged Care, Clifton Views  
– Fitzroy North, VIC

**Architect:** Baldasso Cortese

**Project Photographer:** Kane Jarrod Photography

**Fabricator:** Louvreclad

**Products:** Dulux Duratec Elements in Rojo, Marron and Naranja (CustomColours™)

## Need a CustomColour™?

To get started, simply contact one of our friendly Advice & Specification Consultants on **13 24 99** or fill in an online enquiry form at [duluxpowders.com.au/custom-colour](http://duluxpowders.com.au/custom-colour).

## Advice line

Our dedicated consultants can help simplify the specification process, saving you time and money by providing the right coating advice for your project.

They can provide:

- Documented project specific specifications
- Written confirmation of your project's eligibility for an Alumi Shield™ or Steel Shield™ warranty
- Design, coating system and colour advice

Call **13 24 99** or visit  
**duluxpowders.com.au**

## Offices

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