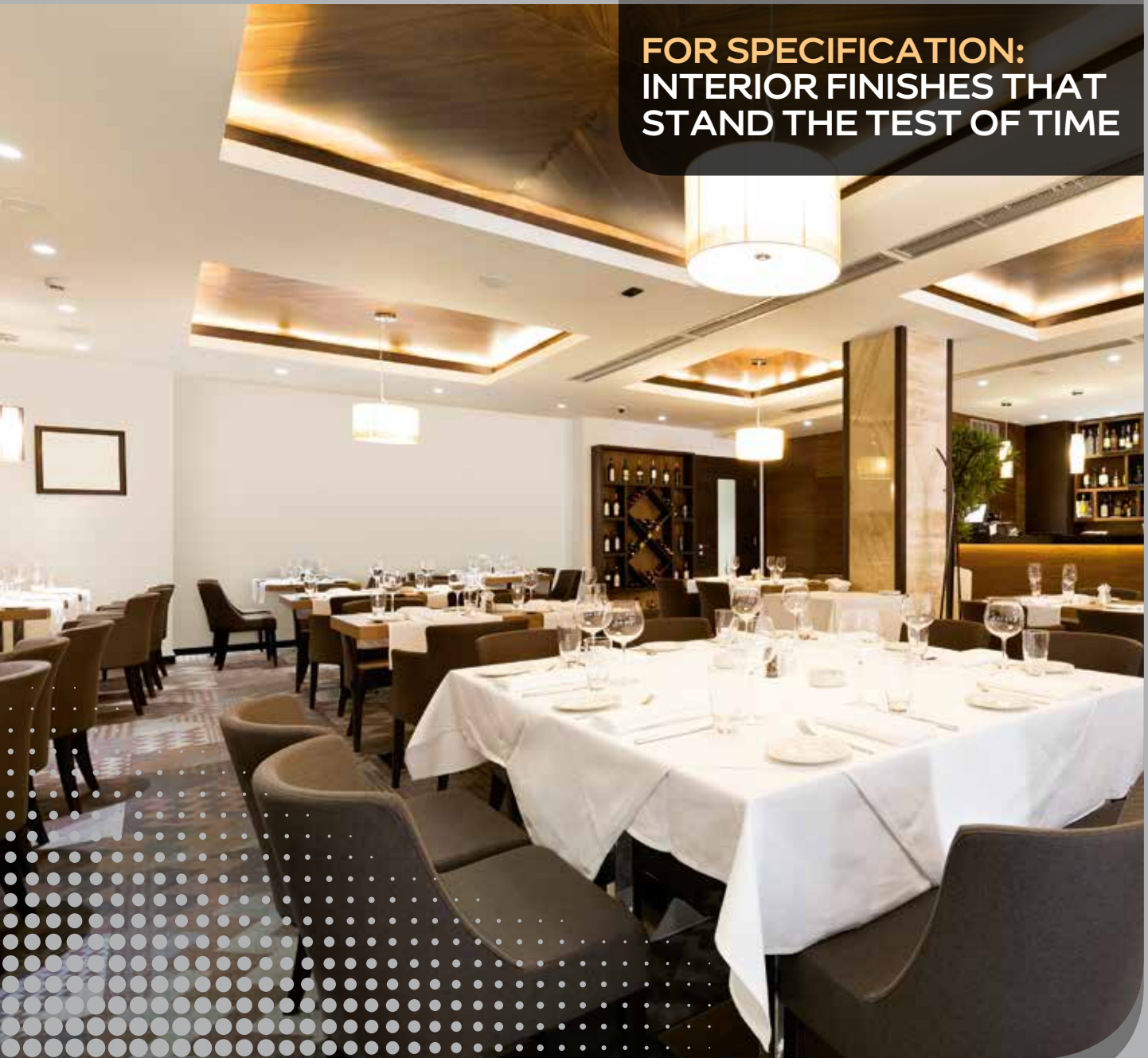




DIAMOND RANGE



FOR SPECIFICATION:
INTERIOR FINISHES THAT
STAND THE TEST OF TIME



AkzoNobel

DURABLE FINISHES THAT LOWER COSTS, EXTEND MAINTENANCE CYCLES AND ENHANCE SUSTAINABILITY

Dulux Trade believe that a brighter future is possible for our planet if we work to deliver more value from fewer resources.

Choosing **Dulux Trade** Diamond coatings, trim paints and woodcare products is a wise investment in the future of the project, as well as a step towards greater sustainability.

Introducing the **Dulux Trade** Diamond range: hard-wearing products that have been specifically developed to last longer and look good for longer. Protecting against everyday wear such as scuffs and markings, they help to extend maintenance cycles and thereby lower costs and reduce environmental impact.

LESS REDECORATION, MORE SUSTAINABILITY

All Diamond range products are water-based, which means you get high performance products that are quick drying with low odour.

Choosing longer lasting finishes from **Dulux Trade** will reduce the frequency of redecoration, which in turn will reduce your impact on the environment.

Each product in the **Dulux Trade** Diamond range has been formulated to extend maintenance cycles, providing maximum durability and withstanding repeated cleaning.

WE ARE COMMITTED TO DOING MORE WITH LESS

At **Dulux Trade** we offer solutions that deliver positive sustainability benefits, as well as reducing our products' environmental impact.

We're working to make longer lasting, lower maintenance finishes so that less painting is needed. We offer water-based alternatives to traditional solvent-based products – making a positive change to how paints impact indoor air quality with low VOC content for the wellbeing of building users. Further initiatives also play a key role in the wider picture of our responsibility, including; our production process at our Ashington plant, the most sustainable paint factory in the UK, diverting our site waste from landfill, using energy from renewable sources, ethical sourcing, and also investigating recycling of paint cans and waste.

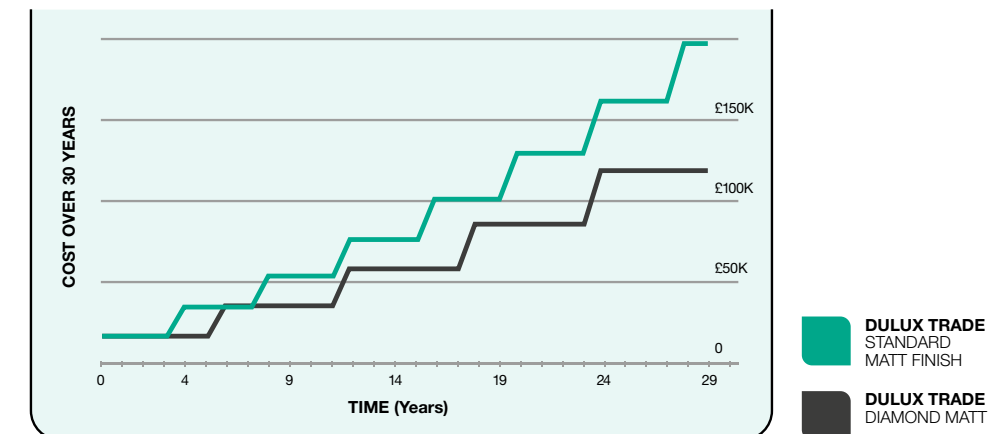
As gold-leaf members of the UK Green Building Council, we look to engage with the broader industry and promote a more sustainable built environment transforming the way it is planned, designed, constructed, maintained and operated.

To find out more about our activities and progress, check out duluxtradepaintexpert.co.uk/products/sustainability



FUTURE PROOFING ENVIRONMENTAL IMPACT

Ask your AkzoNobel representative to demonstrate impact over 30 years using our new Lifecycle tool. This range of water-based paints exceeds the longevity and performance characteristics of traditional paints, through the process of cleaning, replacing unnecessary redecoration. By helping to minimise disruption, the Diamond range helps contribute towards procurement, efficiency and sustainability targets.



DIAMOND MAKES THE DIFFERENCE

Each product in the **Dulux Trade** Diamond range undergoes rigorous testing and benchmarking to ensure they're delivering the highest quality and consistently strong performance. The Diamond range is also constantly evolving – **Dulux Trade** Diamond Matt, Satinwood and Eggshell are the most durable and repeatably wipeable Diamond formulations yet*, offering protection against scrubs, scuffs and stains.

EXCELLENT SCRUB RESISTANCE

Diamond Matt and Eggshell are tested to 10,000 scrub cycles, beyond the requirement for and achieving the highest Class 1 BS11998 and Class C BS7719 standards.

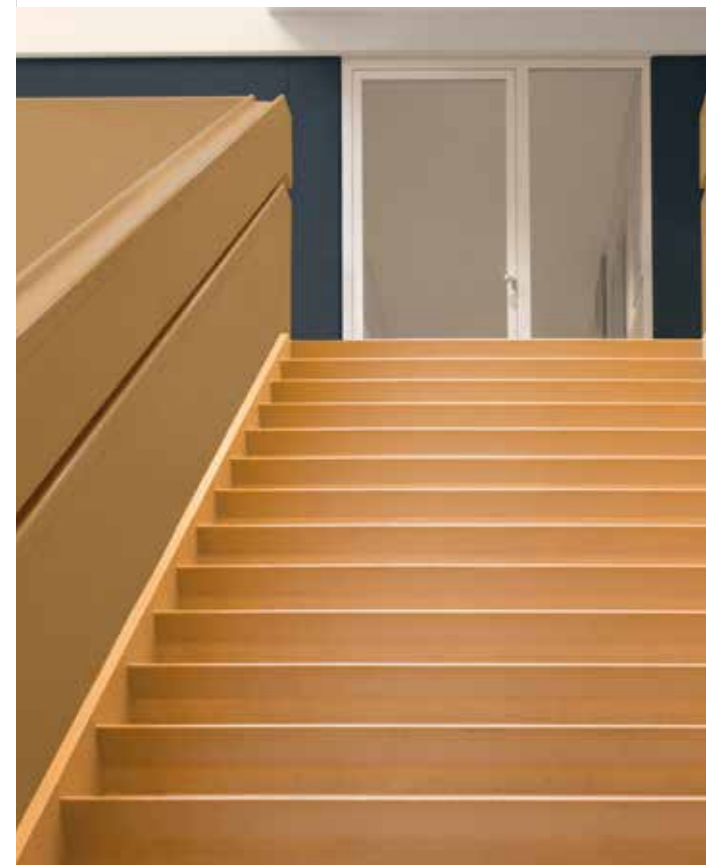
With 10,000 scrub cycles, the equivalent to 6hrs non-stop scrubbing, this makes them perfect for busy, high traffic areas or those that require frequent cleaning.

SUPERIOR SCUFF RESISTANCE

The Diamond range provides superior resistance against scuffs, which occur frequently in high traffic areas such as receptions, corridors, gym training rooms and busy retail interiors. Their unique formulations mean marks clean off easily, resulting in a surface that starts looking great and stays looking great for longer, requiring less frequent maintenance over the lifetime of the project.

UNIQUE STAIN REPELLENT TECHNOLOGY

Dulux Trade Diamond Matt and Diamond Eggshell are all now formulated with new ground breaking Stain Repellent Technology, an innovative industry first. Unlike traditional paints, stains bead on contact with the paint's surface, actively repelling spills that would normally stain.



*Compared to previous formulations.

DIAMOND MATT

Dulux Trade Diamond Matt offers protection against everyday scuffs and stains and has outstanding scrub resistance, making it ideal for high traffic areas such as halls and stairwells, as it can be repeatedly cleaned without damaging the finish.

STAYS LOOKING GOOD FOR LONGER

Stain Repellent Technology actively repels stains that come into contact with the surface, ensuring ease of cleaning. The smooth, even finish shrugs off marks and common stains are cleaned off easily due to the unique Stain Repellent Technology, while also leaving the matt finish fully intact, meaning you keep that just painted look for longer.

Anti-Fade technology also helps to extend the life of the chosen colour by protecting against UV and pollutant exposure.

HIDES SURFACE IMPERFECTIONS

- New flatter finish
- Attractive Matt finish also helps to disguise uneven surfaces
- Water-based, quick drying and low odour
- Ideal for high traffic or frequently cleaned areas
- Suitable for interior walls & ceilings



Touch Dry

Dependent on temperature and humidity

Recoatable

4-6 hours

Coverage

Up to 16m² per litre on sealed surfaces

Colour Range

PBW, Magnolia and over 11,500 colours*, including **Colour Palette**, NCS2, RAL and BS colours. Also available in the full Light & Space colour range# (Anti-Fade technology not in **Light & Space** or PBW)

#5L only. *For availability in very deep colours, please contact the **Dulux Trade** Technical Advice Centre.

CASE STUDY

VISION WEST NOTTINGHAMSHIRE COLLEGE



Vision West Nottinghamshire College
Above: library. Below: main reception



“We worked closely with Vision West Nottinghamshire College from the planning stages of this project, liaising with the architects to ensure a bespoke colour collaboration throughout the design. It was important that the space looked and felt right for its end-users which meant we were involved from the first approved architect drawings in order to provide a high level of support to both customer and contractor.”

Lisa Pilley,
**Commercial Colour
Consultant at AkzoNobel**

CLIENT: VISION WEST, NOTTINGHAMSHIRE COLLEGE

Vision West's most recent project brief was to create a colour scheme designed for a 'more mature' space separated from the rest of the college site where younger students dwell. The university centre needed an environment which could be used extensively both day and evening by external business clients, which required a professional finish suitable for meetings, as well as teaching.

With direction from IBI Architects Manchester, **Dulux Trade** was able to create the fit for purpose solution that answered the brief using the hardwearing **Dulux Trade** Diamond Matt with stain resistant technology, making it perfect to ensure this busy space continues to impress visitors.

DIAMOND EGGSHELL

Dulux Trade Diamond Eggshell is the ideal mid-sheen finish for interior walls & ceilings, including humid environments.

THE MOST DURABLE DULUX TRADE EGGSHELL YET

Create a beautiful smooth and even eggshell finish with a formulation that expertly works in environments where humidity may occur, making it ideal for locations such like gyms, bathrooms or kitchens.

Built in with Stain Repellent Technology, Diamond Eggshell prevents stains from setting in to the surface making cleaning up easier, while the benefit of Anti-Fade technology helps to extend the life of the chosen colour by protecting against UV and pollutant exposure.

WITH GREAT BENEFITS

- Suitable for interior walls and ceilings
- Stain Repellent Technology actively repels stains that come into contact with the surface, ensuring ease of cleaning
- Water-based formulation, making it quick drying, and low odour
- Withstands high condensation and humid environments



Touch Dry

Dependent on temperature and humidity

Recoatable

4-6 hours

Coverage

Up to 16m² per litre on sealed surfaces

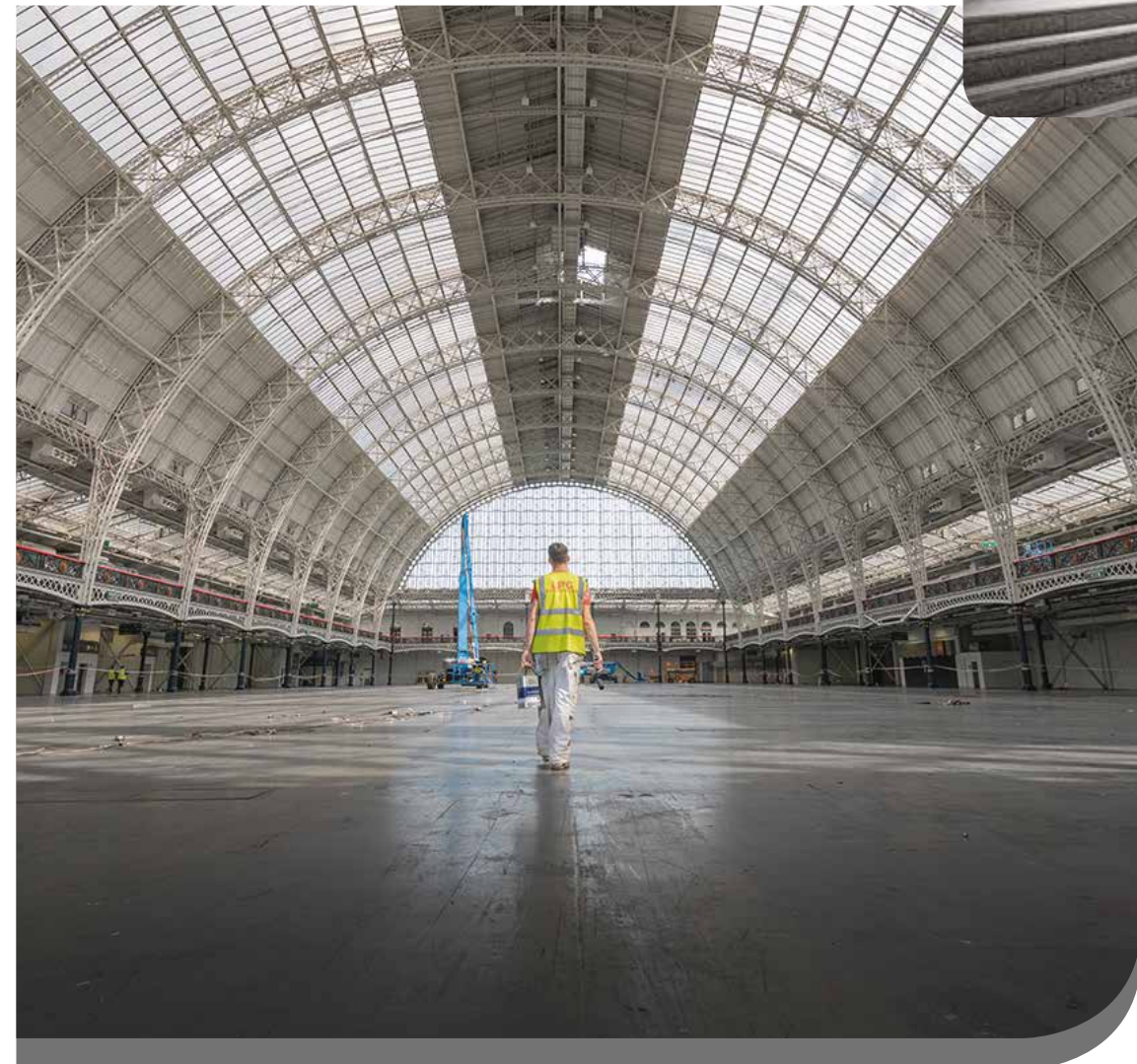
Colour Range

PBW, Magnolia* and over 14,000 colours, including **Colour Palette**, NCS2 and BS colours. Also available in the full **Light & Space** colour range# (Anti-Fade technology not in **Light & Space** or PBW)

#5L only. *For availability in very deep colours, please contact the **Dulux Trade** Technical Advice Centre.

CASE STUDY

LONDON OLYMPIA



“Because of the **Dulux Trade** Diamond product’s superior durability and long-wearing power, it’s the only paint formulation I would feel confident in specifying for London Olympia. Since the refurb we’ve held three events and every organiser has commented on how bright and clean the space looks now.”

Lenny Jones,
F/M Operation Manager
at London Olympia

CLIENT: LPC CONTRACTORS

London Olympia is one of London’s most high-profile exhibition and conference spaces. And when its Grand Hall, upper gallery area and upper west wings required major refurbishment work due to old age and daily wear and tear, **Dulux Trade** were on hand to provide a hard-wearing, future proof solution.

Dan Burford of LPC Contractors, who carried out the refurbishment, says “These spaces are regularly used for events and the organisers were commenting that it looked a little run-down, so it was important to keep it looking fresh”

Working with LPC Contractors **Dulux Trade** helped to create a solution used for the Grand Hall and stairways, updating the existing wall colour.

Dulux Trade durable Diamond Eggshell was used throughout from its long-lasting properties. Dan said “The previous **Dulux Trade** coating had lasted 10 years, so the team were confident that the paint’s durability would make it the right choice once again, especially with latest stain resistant formulation of **Dulux Trade** Diamond Eggshell”.

DIAMOND SATINWOOD

Dulux Trade Diamond Satinwood is designed to deliver the highest performance on interior woodwork providing a tough but beautiful satin finish that lasts.

A SUPERIOR FINISH

Available in both white and a range of colours, **Dulux Trade** Diamond Satinwood delivers our highest quality finish on interior woodwork. Its new superior formulation provides a resilient coating for busy areas so is perfect on skirting boards, wooden handrails and doorways.

Being water-based Diamond Satinwood also has all the added benefits of low odour and quicker drying times, meaning the project is finished sooner and the space is back to normal in a shorter space of time.

WITH SUPERIOR BENEFITS

- Quick-drying, returning spaces back to use sooner
- Extend maintenance cycles for up to 7 years
- Reduces long-term maintenance costs
- Low odour, minimising disruption



Touch Dry

Dependent on temperature and humidity

Recoatable

4-6 hours

Coverage

Up to 16m² per litre on sealed surfaces

Colour Range

PBW and over 14,000 colours, including

Colour Palette, NCS2 and BS colours.



DIAMOND GLAZE VARNISH

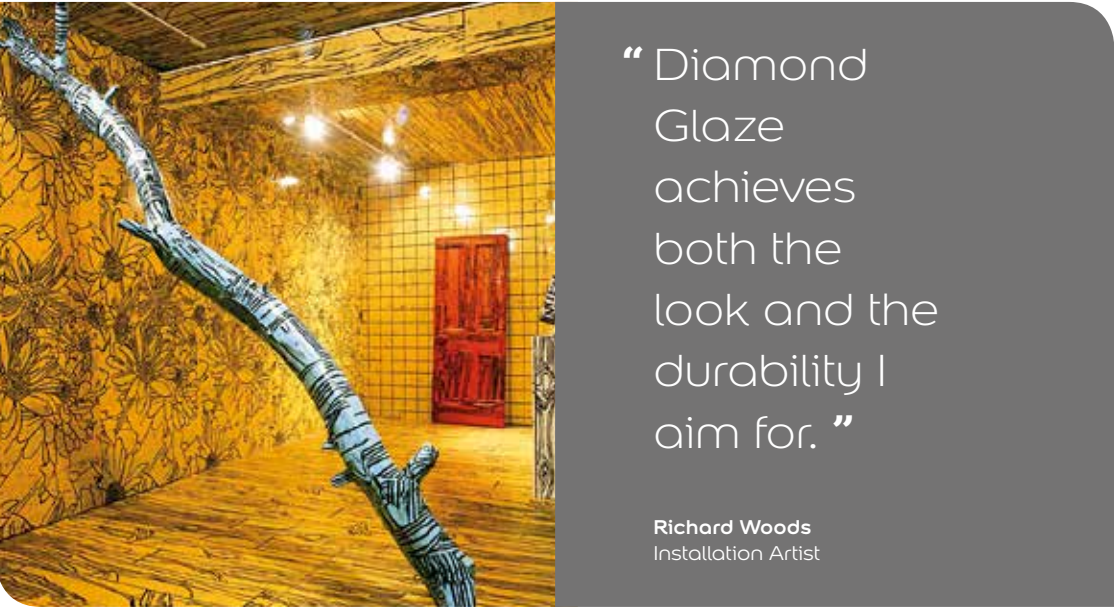
Dulux Trade Diamond Glaze Varnish is the ideal protective coating for solid hardwood and softwood floors and other interior wood surfaces that need to be extra hard wearing.

TEN TIMES TOUGHER THAN CONVENTIONAL LACQUERS AND VARNISHES*

Proven to perform in busy interior pedestrian and public environments, **Diamond Glaze** keeps wooden floors and all interior woodwork looking good for longer.

BEAUTIFUL CLEAR FINISH

- Equally at home on hardwood and softwood floors
- Water-based formulation, quick drying and low odour
- Resistant to common chemicals, alcohol and water



- Touch Dry**
1-2 hours
- Recoatable**
2-4 hours
- Coverage**
Smooth wood: up to 25m²/litre/coat (normally 2-3 coats on new/bare wood)
- Colour Range**
Clear gloss and satin finishes. Also available in 21 natural wood and 18 designer colours

*Up to 10 times tougher than conventional varnish, based on hardness tests undertaken with the use of Research Equipment London (REL) testing equipment

DULUX TRADE DIAMOND RANGE SYSTEM GUIDE

Wherever the project calls for all round durability, the **Dulux Trade** Diamond range has the solution. The high quality products offer protection against scrubs, scuffs and stains for ultimate surface protection and a beautiful long lasting finish.

The **Dulux Trade** Diamond range is constantly evolving and now has a solution for a multitude of substrates.

	Broadwall						Trim	
	Plaster Board		Plaster	Woodchip		Masonry	Wood	
	Old	New	Dry	Old	New	Old (Primed & Sealed)	General use	New
Diamond Matt	✓	✓	✓	✓	✓	✓		
Diamond Eggshell	✓	✓	✓	✓	✓	✓		
Diamond Satinwood							✓	✓
Diamond Glaze					✓		✓	✓

DIAMOND STANDARD TESTING

Each product in the **Dulux Trade** Diamond range undergoes rigorous testing and benchmarking to ensure they're delivering the highest quality and consistently strong performance. To test their durability we conduct scrub tests on Matt and Eggshell, at 10,000 scrub cycles, beyond the requirement for and achieving the highest Class 1 BS11998 and Class C BS7719 standards. This means that Diamond paints have been proven to withstand up to 10,000 scrubs or equivalent to 6hrs non-stop scrubbing, making them perfect for busy, high traffic areas or those that require frequent cleaning.

Here's some more detail about the two British Standards that are used to test scrub resistance:

BS EN 11998: 2006 Paints and varnishes: Determination of wet-scrub resistance and cleanability of coatings: This wet scrub resistance test evaluates the resistance of the coating to repeated cleaning by measuring the film thickness loss after specified number of scrub cycles: **Dulux Trade** Diamond range complies with Class 1 < 5 microns @ 200 cycles; class 1 being the best class.

BS 7719: 1994 Specification for Water-borne Emulsion Paints for Interior Use Annex C: Method for the determination of scrub resistance: **Dulux Trade** Diamond range complies with:

Type C: High wear and moisture resistant paints <2 mg/cm² after 2000 scrubs; class C being the best class.

Diamond is also tested for; sheen, opacity, whiteness, scuff resistance, vertical stains resistance, horizontal stains resistance, burnishing and application with the results benchmarked against the competition so that we have a good knowledge of our performance and that of our competitive set.



CREATING INCLUSIVE ENVIRONMENTS WITH DULUX TRADE DIAMOND

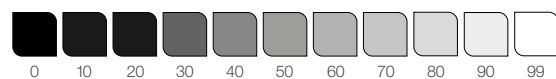
The **Dulux Trade** Diamond products are available in thousands of beautiful shades, making it straightforward to create colour contrasts that comply with the Equality Act guidelines on accessibility in public buildings, all in highly durable water-based finishes.

THE EQUALITY ACT GUIDELINES

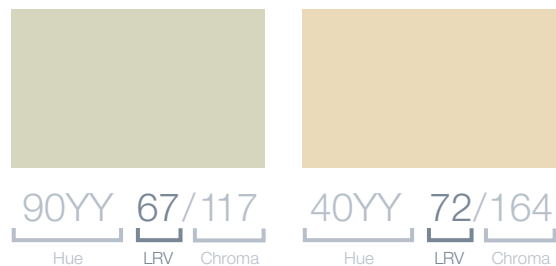
These guidelines recommend that neighbouring expanses of colour such as walls and doors are clearly distinguishable with sufficient contrast. Approved Document M-2 and BS8300-2:2018 advise that colours used to differentiate surfaces should vary in their Light Reflectance Value (LRV) by at least 30 points.

WHAT IS LRV?

LRV is a 99-point index used to measure the degree to which a colour reflects light. The higher the LRV, the paler a colour appears because it reflects more light. The LRV of every **Dulux Trade** colour is clearly indicated in its **Colour Palette** notation. For example, the colour 10GY 39/136 has an LRV of 39.



LRV values range from darkest 0 to 99 maximum possible light



*visit the website to confirm availability

CASE STUDY

BRE DEMENTIA HOUSE



Dementia House
above: kitchen, below lounge



It is estimated that some 850,000 people in the UK live with Dementia and 70-80% of those continue to stay in their own homes rather than in any specially adapted form of housing or dedicated care environment.

Dulux Trade has developed evidence-based design principles to help improve domestic environments for people living with Dementia. Not only providing advice on the use of colours, following the guidelines on colour difference and contrast, but also providing a selection of colour schemes designed with consideration for those living with dementia.

Working with the BRE Trust, BRE, Loughborough University, Halsall Lloyd Partnerships and Liverpool John Moores University, **Dulux Trade** has supported the development of a demonstration home; presenting evidence-based design, adaptation and support solutions that allow people to age well at home. The project's colours were chosen from

the Colour Palette fandeck following advice from a **Dulux Trade** consultant and were supplied in Diamond products.

A 100sqm Victorian house has been adapted to cater for different types and stages of dementia. The building design has been developed around the needs of two specific personas (or avatars), Chris and Sally, with a narrative that describes how the features of the building have been adapted to support Chris and Sally as they age well at home.

Careful consideration of colour combinations is central to the set of accessibility design features. Colour has also been used within the design solution as a way of reinforcing positive personal connections and to provide stimulation within the space. **Contact us for a copy of the dementia leaflet or visit the Dulux Trade website for more information**



PROVIDING ALL THE SUPPORT YOU NEED

Site Surveys

Specifier Development Managers can carry out a full site inspection. This will include assessment of the current condition of surface coatings, help with identification of difficult substrates and advice on extending maintenance cycles.

Specification Writing

Dulux Trade offers full specification support tailored to your individual requirements. This will ensure that correct preparation is highlighted and the products specified are the most appropriate for the location, environment and substrate type.

Contract Meetings

Specifier Account Managers can attend pre-contract, project review and post-contract assessment meetings, ensuring collaboration and clear communication from concept to completion.

Site Visits

During the course of the work, if required, site visits can be

made to ensure that work is being carried out correctly and in accordance to the specification.

Report to Project Owners

A critical element of any project is minimising down time. Knowing the status of the work in progress and thus keeping control of events is equally important.

The Specifier Account Managers will ensure that Property Managers are kept closely informed about the status of all work in progress.

Colour Service

For larger painting projects, we can offer **Dulux Trade** Colour Consultants who provide help and advice on colour and for smaller projects we recommend using the online Colour Schemer program to create sector specific moodboards; ask for a demonstration or visit <https://specifier.duluxtradepaintexpert.co.uk/>

Health and Safety

We can help and advise on Health and Safety issues relevant to the use of **Dulux Trade** products.

To discuss further the specifics of your project and how **Dulux Trade** can help you, contact your local **Dulux Trade** Specifier Account Manager or email us at duluxcustomerservices@akzonobel.com

Interact with Dulux Trade



Contact Us

For product/Health and Safety data sheets please visit our website duluxtrade.co.uk/diamond

For more information or technical advice please contact **Dulux Trade** Technical Advice Centre on **0333 222 70 70**

For availability in very deep colours, please contact the **Dulux Trade** Technical Advice team.

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