

Media release



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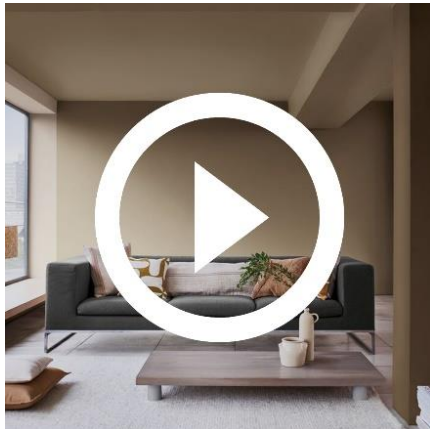
Unearth your courage in 2021 with AkzoNobel's Color of the Year

(AKZA; AKZOY)

Brave Ground™ has been unveiled as AkzoNobel's Color of the Year for 2021. It's a warm and grounding neutral shade that gives us the courage to embrace change.

As unprecedented events and experiences become commonplace, it's no wonder that people are feeling more off-kilter with the modern world. According to our extensive global trend research, what people need most right now is to feel the ground beneath their feet. When we can take comfort in the stability of simple things, we're emboldened to express ourselves, stand up for what we believe and make new connections from the past to the future.

"The annual trend research we do with leading design professionals has applications across our paints and coatings businesses," says David Menko, AkzoNobel's Chief Marketing Officer. "Our design teams use these insights to develop on-trend, market-specific colors and finishes for our decorative paints, architecture, aerospace, automotive, consumer electronics and wood coatings customers."



Neutral colors like Brave Ground can either stand strong on their own or help other colors to shine. Complementary color palettes have been designed around the color to make it easy to use and achieve the right look. Four palettes will help decorative paint consumers choose on-trend colors with confidence: the Expressive, Trust, Timeless and Earth palettes.

"When consumers set out to transform their living spaces, they find assurance in our color expertise and guidance," says Heleen van Gent, Creative Director of AkzoNobel's Global Aesthetic Center. "That's why our global color research is at the top of our agenda every year."

In addition to Decorative Paints, other businesses that rely on color, such as Automotive and Specialty Coatings, Powder Coatings and Wood Coatings, make use of similar palettes. Each business tailors their coating palettes to the color, texture and surface needs of their customers. A wide variety of markets take advantage of the Color of the Year, including consumers and specifiers, aerospace, automotive, consumer electronics, furniture, domestic appliances, cabinetry, flooring and building product producers and the architecture industry.

Menko adds: “Color plays such an important role in the world – it helps us express ourselves. The Color of the Year helps us share our passion for paint to help our customers and consumers differentiate themselves and their products.”

For more information about the 2021 Color of the Year, visit the [web page](#) or follow #CF21 on social media.

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 are active in over 150 countries and employ around 33,000 talented people who are passionate about delivering the high-performance products and services our customers expect. For more information please visit www.akzonobel.com.

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