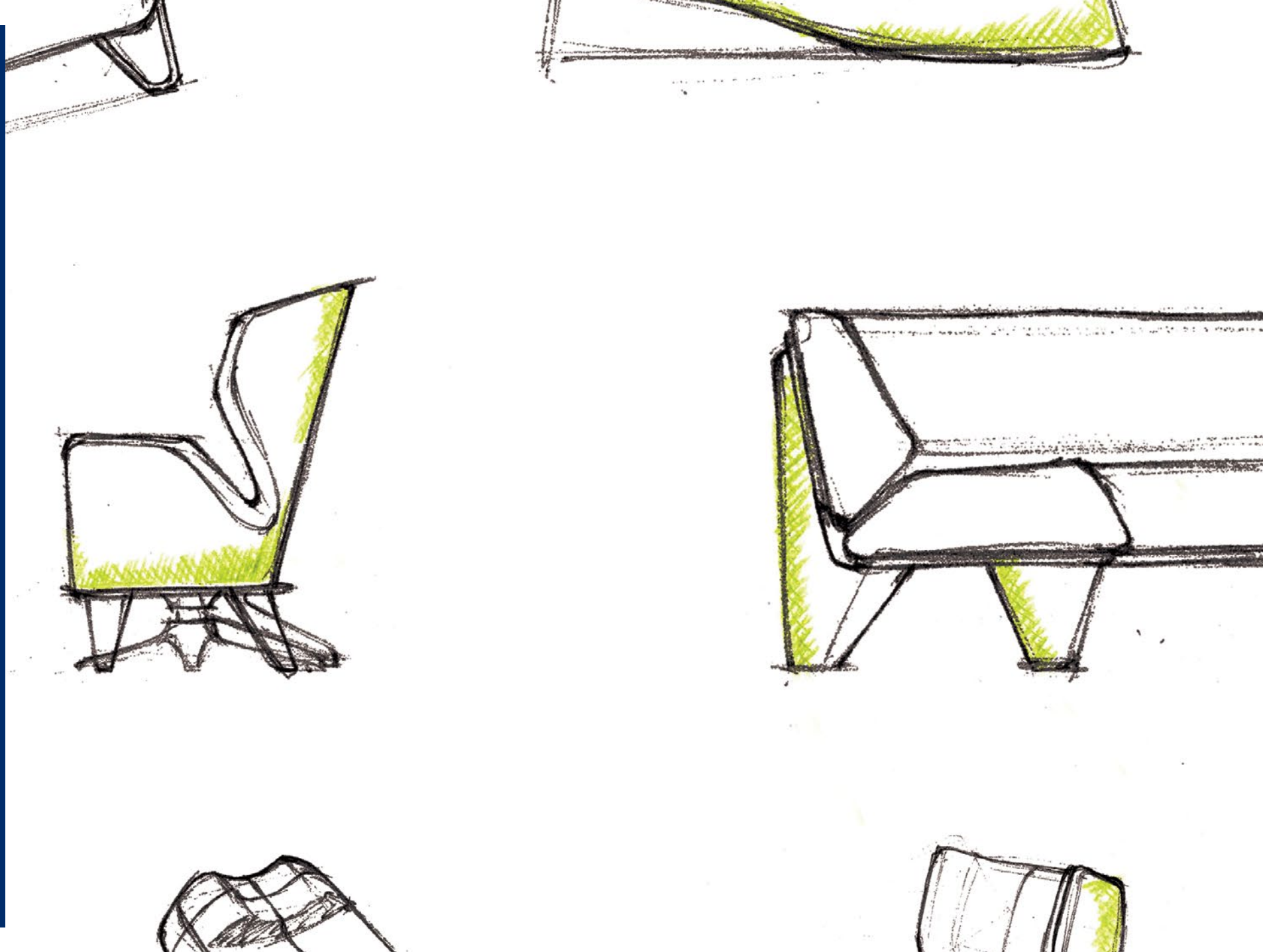




THE  
*Imagination*  
COLLECTION

INDUSTRIAL LUXE RANGE



GOOD DESIGN IS MAKING SOMETHING  
INTELLIGIBLE AND MEMORABLE.  
GREAT DESIGN IS MAKING SOMETHING  
MEMORABLE AND MEANINGFUL.

- Dieter Rams





THE  
*Imagination*  
COLLECTION

## CREATIVITY AND SUSTAINABILITY

Design is storytelling. Designers, like you, work each small detail to tell a complete story. More and more, that story isn't just about the finished piece. Rather, it speaks of the materials and where they came from. It tells about the process and its impact on the community and environment.

It's written at the crossroads of creativity and sustainability.

At Jotun Powder Coatings, we've heard your stories. We appreciate the need for finishing options that are equally beautiful and environmentally responsible. As one of the leading powder coating companies in the world today, we understand that powder coatings uniquely offer that balance.

With your needs and creative desires in mind, we've developed this new collection of finishing options specifically for the furniture industry.

We invite you to explore the new Imagination Collection and reimagine sustainable furniture design.





### THE NATURAL CHOICE

Powder coating has a range of benefits. It offers the aesthetic options your designs require with low environmental impact, higher material utilisation and almost no waste.

For furniture, powder coating techniques not only unlock design possibilities, but also increase production efficiency and overall sustainability.

### BENEFITS OF POWDER COATING

#### FREEDOM TO IMAGINE, FREEDOM TO DESIGN

Powder coating is easily applied electrostatically to both flat and 3D objects with film formation and curing in an oven. This gives an even, consistent and attractive finish without any dripping, running or sagging of the coating.

#### IMPACTFUL DESIGN WITH LESS ENVIRONMENTAL IMPACT

With powder coating, overspray can be collected, reused and recycled. This means lower carbon footprint, less waste and higher material utilisation.

Powder coatings are better for the environment and your health. They contain no volatile organic compounds (VOCs) and can even be used as an alternative to hazardous processes, such as chrome plating.

#### AN EFFECTIVE OPTION FOR EFFICIENT PRODUCTION

As well as sustainability advantages, powder coatings can also provide productivity advantages. Less rework saves time and cost. Additionally, the speed of the process is a clear benefit with the potential to coat more objects within the same timeframe.

After powder coating and curing, products can be handled and packed within minutes. Compare this to other finishes that may take hours or even days before handling and packing can take place.





## A GROWING COLLECTION

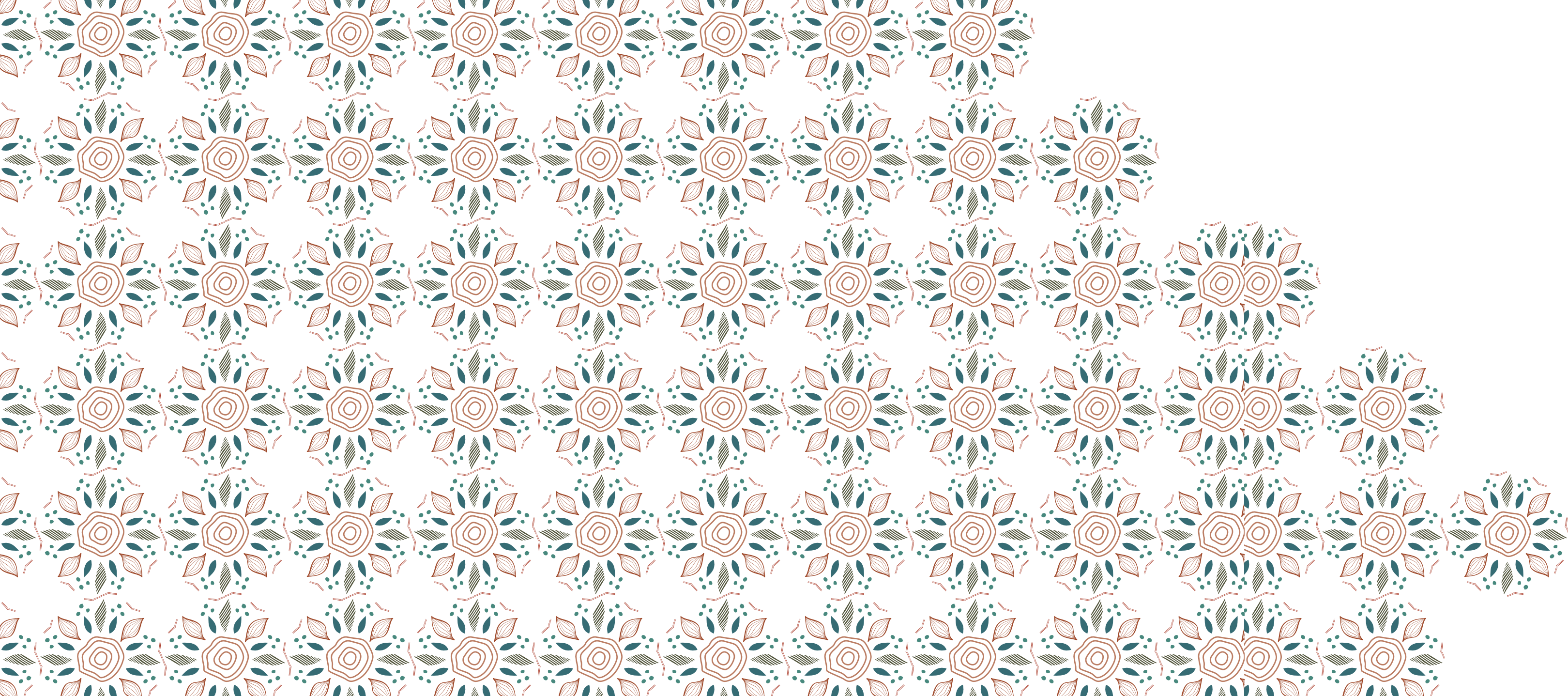
The Imagination Collection isn't a static group of colours and effects. Instead, it continues to develop as the industry does. Just as furniture design is influenced by fashion, art and other design aesthetics, so too is the Imagination Collection.

We employ a team of experts to carefully hand select hues according to current and upcoming colour trends. Each included colour was meticulously chosen from dozens of potential candidates.

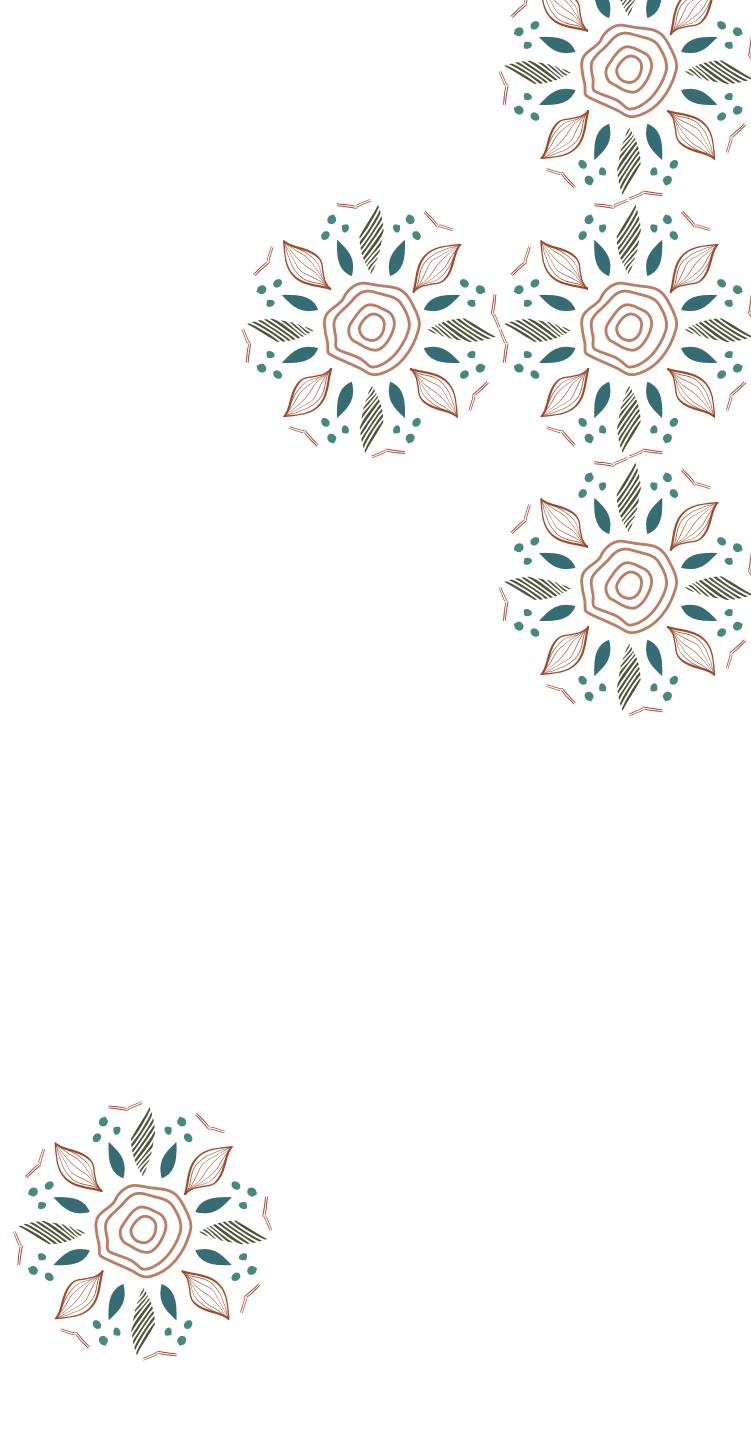
Each range includes 6-10 chosen samples within a given theme. However, these highly desirable shades are just the tip of the creative iceberg. For more information, and to discover other colours and effects that help bring your design vision to life, visit [jotun.com](http://jotun.com).







DISCOVER THE NEW INDUSTRIAL LUXE RANGE







Jotun Powder Coatings unveils Industrial Luxe, the third and final range in our Imagination Collection. A juxtaposition of luxurious rich tones with an industrial rawness that strikes a stunning balance between indulgence and authenticity. Rustic, earthy and nostalgic in equal measure, this collection symbolises all that is good about rejuvenating the old with a touch of the new. It challenges your perceptions and inspires transformation. Uncover more in the pages that follow, a captivating experience with Industrial Luxe awaits.





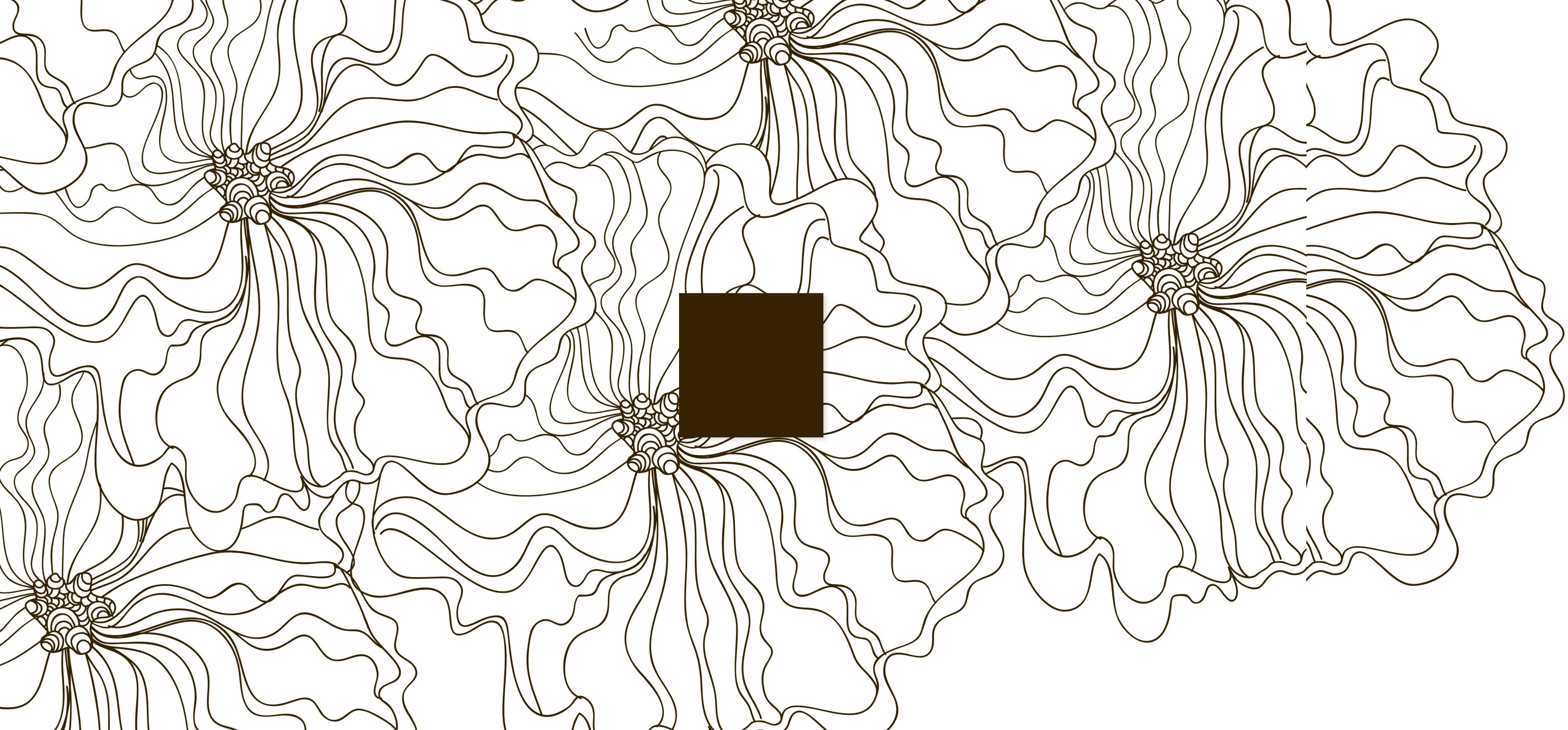
## AZTEC

### THE GOLDEN AGE

Aztec is a rich metallic gold tone, with warm light that catches the eye and draws in the gaze. The luxurious brushed effect merges opulence with industrial - a magnetic charge that demands attention.







## VIOLETTA

### ELEGANCE FROM EARTH

There's a seductive warmth to Violetta - a palette of smooth earthy hues representative of nature. With stability and strength, it can be used as a welcoming base shade to ground any design.

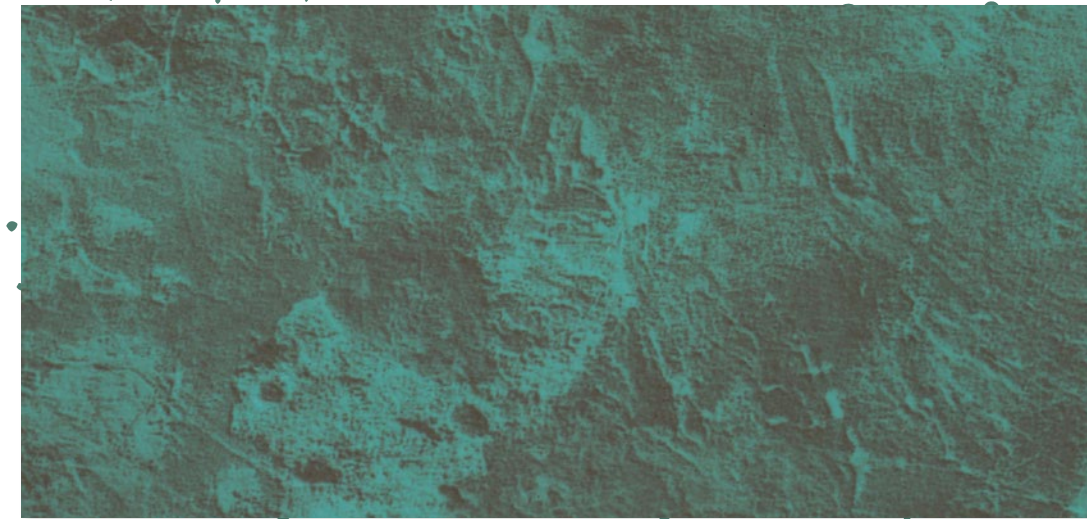




## AQUARIUS

### COPPER TOUCHED BY TIME

As years come and go, copper matures and develops. Time paints on a patina of blues and greens - a patina of Aquarius. The alluring effect suggests refinement, history and heritage. It's an accent that can elevate even the unassuming.







## INDIGO

### TONES OF TRANQUILITY

Like ocean waves crashing against the shore, Indigo brings a sense of peace and calmness to any space. With its refreshingly cool sea-green hues, it exudes a rich legacy yet always feels contemporary. Indigo allows you to play with the light adding sophistication and serenity to anything it lays upon.







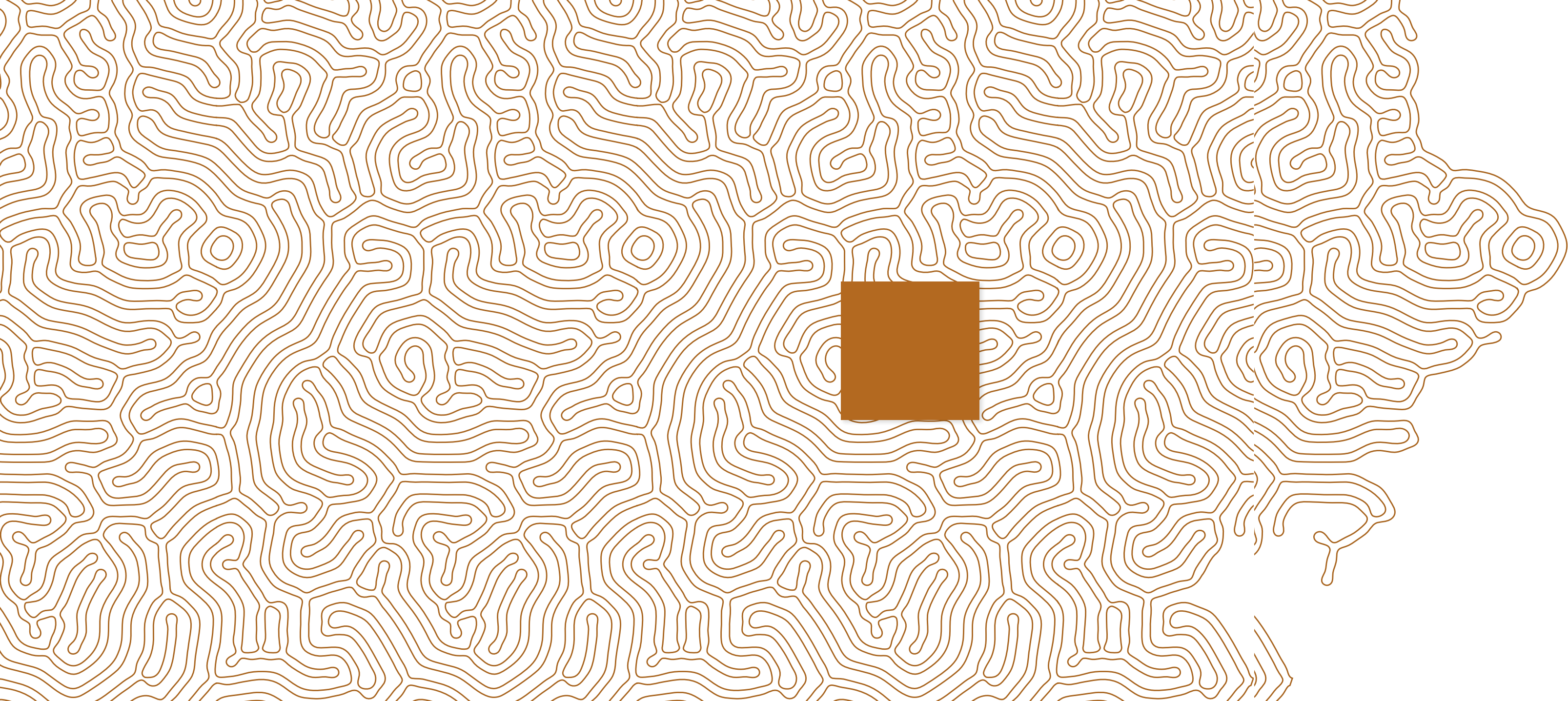
## AMAZONIAN

### DEPTHS OF THE FOREST

The play of light passing through the leaves of a forest long forgotten - that is Amazonian. Gaze into its deep canopy of colours, with shadowy moss and earthy green tones all woven together to create a tapestry of nature.







## MOCHA

### TASTE OF SEDUCTION

Like a warm drink on a cold Winter's day, Mocha ignites a sense of comfort and calmness. Its rich espresso and chocolatey hues create a down-to-earth yet sophisticated shade that is strong, approachable and inviting.





## AVOCADO

### FRUIT OF THE SUN

Nursed on the rays of the noonday sun, the flesh of the creamy avocado fruit inspires this hue. Avocado is fresh and soothing, evoking a calm sense of relaxation as it lifts lightness into any space.







## GINGERBREAD

### WARMTH OF NATURE

Gingerbread gets its name from the golden-brown warmth of freshly baked cookies. With its comforting orange hues, it adds a touch of spice to any space making it an excellent choice for open rooms flooded with natural light.

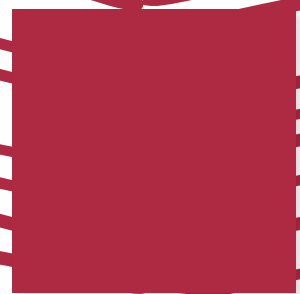




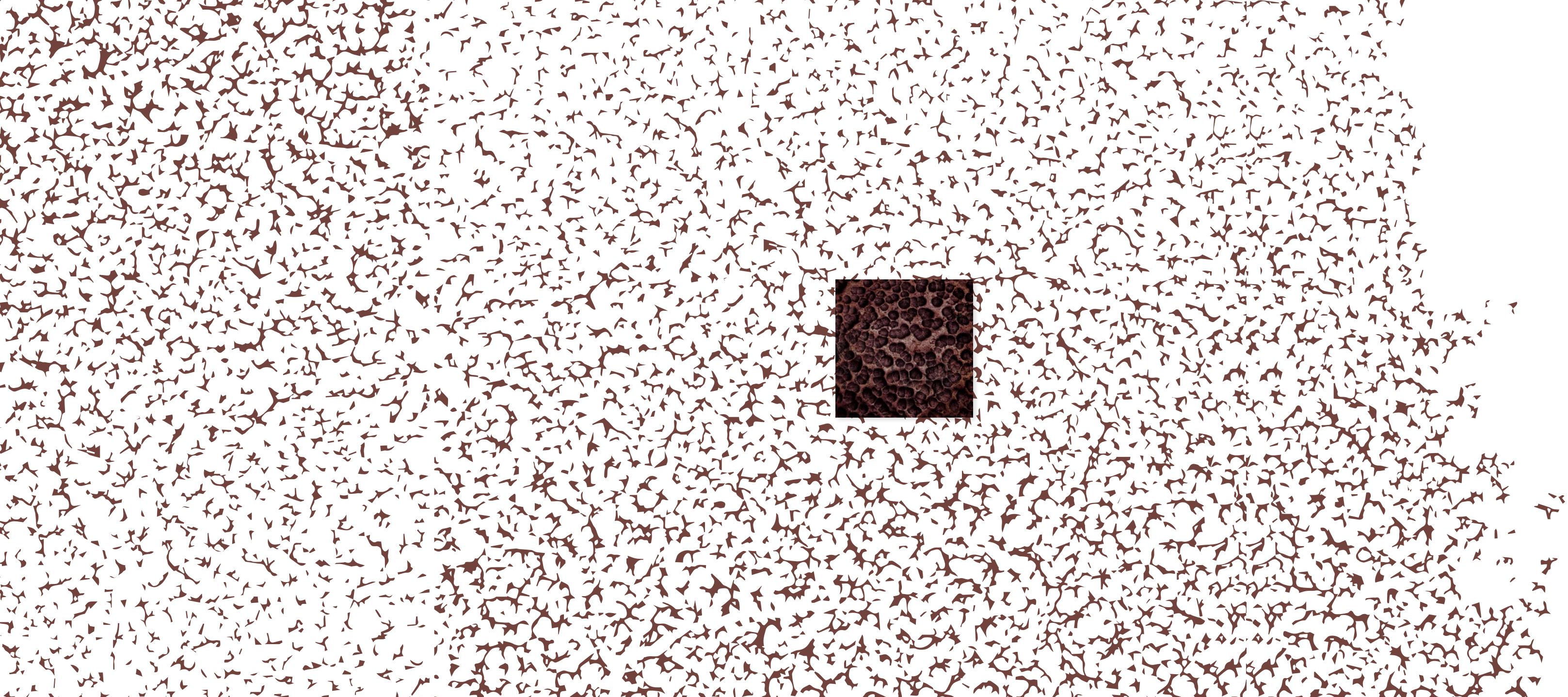
## SCARLETT

### SHADES OF PASSION

A rich, deep red, Scarlett feels simultaneously familiar and rare. It is a seductive hue with captivating intensity that draws you in. It is a balance of contradictions; romantic, dangerous, dramatic. Use it sparingly, or use it sweepingly, but definitely use it.







## METROPOLIS

### YEARS GONE BY

Matt, metallic, textured and industrial, this is Metropolis. A noisy blend of rusty hues creates a sensory experience reminiscent of ancient treasures and sunken cities. The Metropolis effect illuminates a space, creating a perfect blend of past and future.







Scan QR code to find out more info or visit [jotun.com](https://www.jotun.com)

**Disclaimer:** Colour and finish appearance will vary depending on production conditions.



Jotun Protects Property