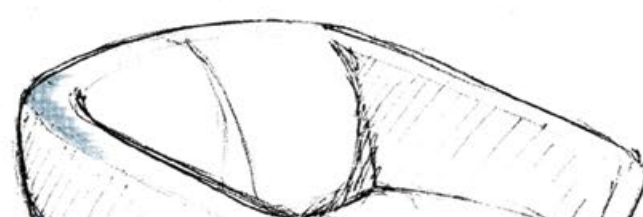
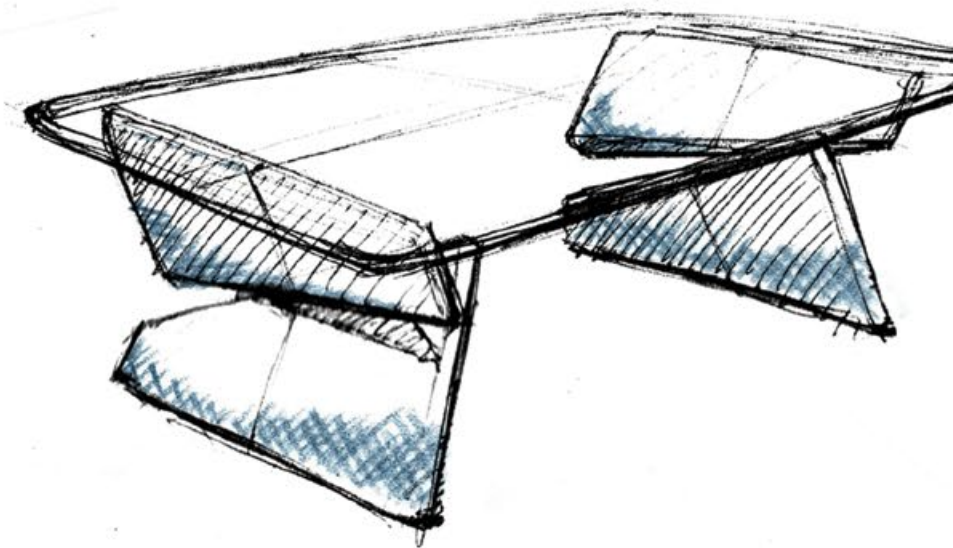
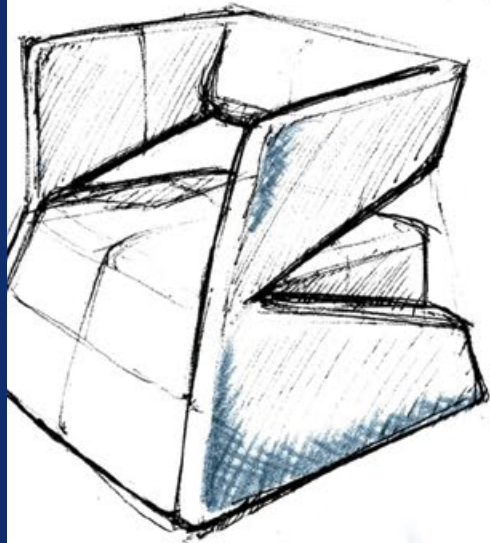




JOTUN

THE
Imagination
COLLECTION

NEUTRALS RANGE



GOOD DESIGN, LIKE GOOD PAINTING, COOKING,
ARCHITECTURE OR WHATEVER YOU LIKE,
IS A MANIFESTATION OF THE CAPACITY OF THE
HUMAN SPIRIT TO TRANSCEND ITS LIMITATIONS.

- George Nelson



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.

Included with this brochure are pencils that match the colours of our new collection, as well as a sketchpad on which to discover the possibilities of our effects. 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 a 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 time frame.

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 a selection of 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.





DISCOVER THE NEUTRALS RANGE



Inspired by modern minimalist Scandinavian design, the first range of the Imagination Collection features a carefully selected mix of neutral tones.

The colours were inspired by the play between light and shadow, and each alluring selection represents a different stage of this spectrum.

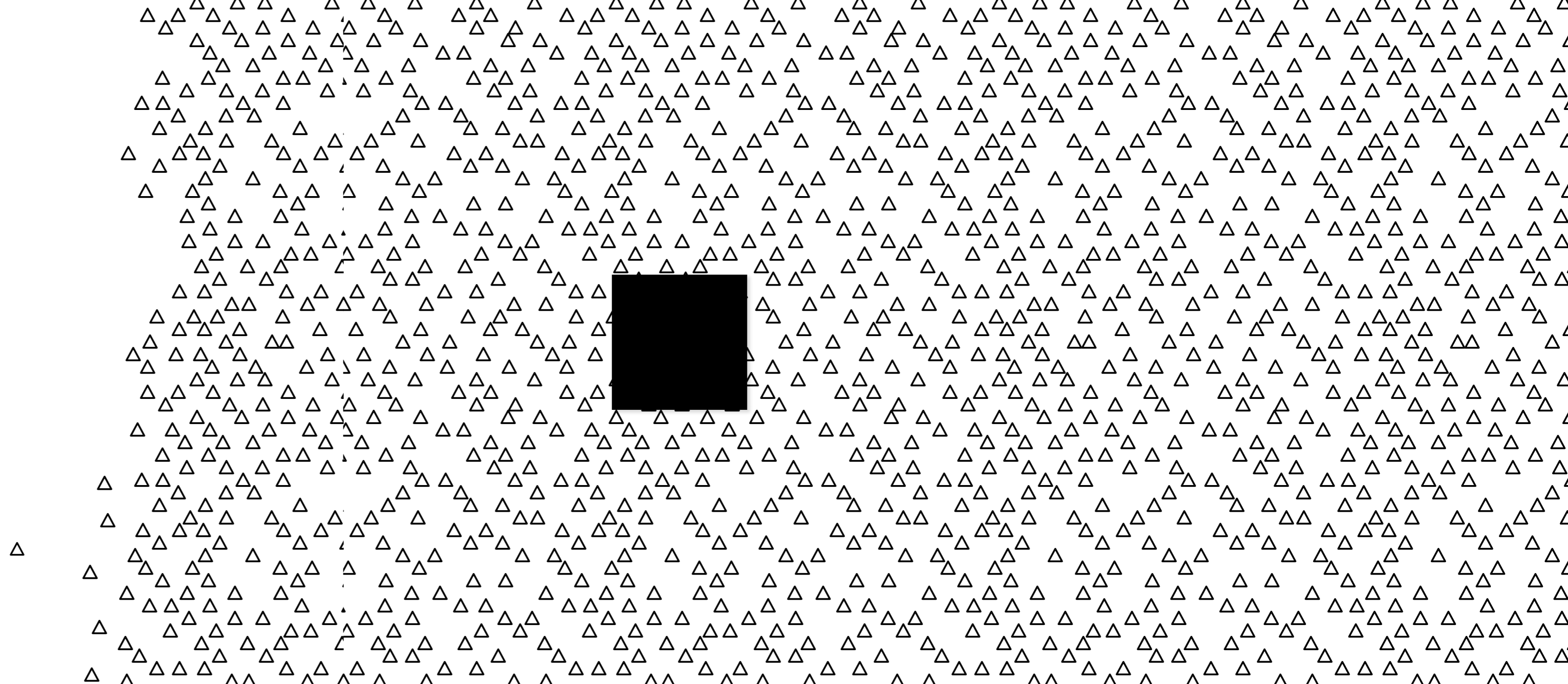
Turn the page and get inspired by our Neutrals Range.

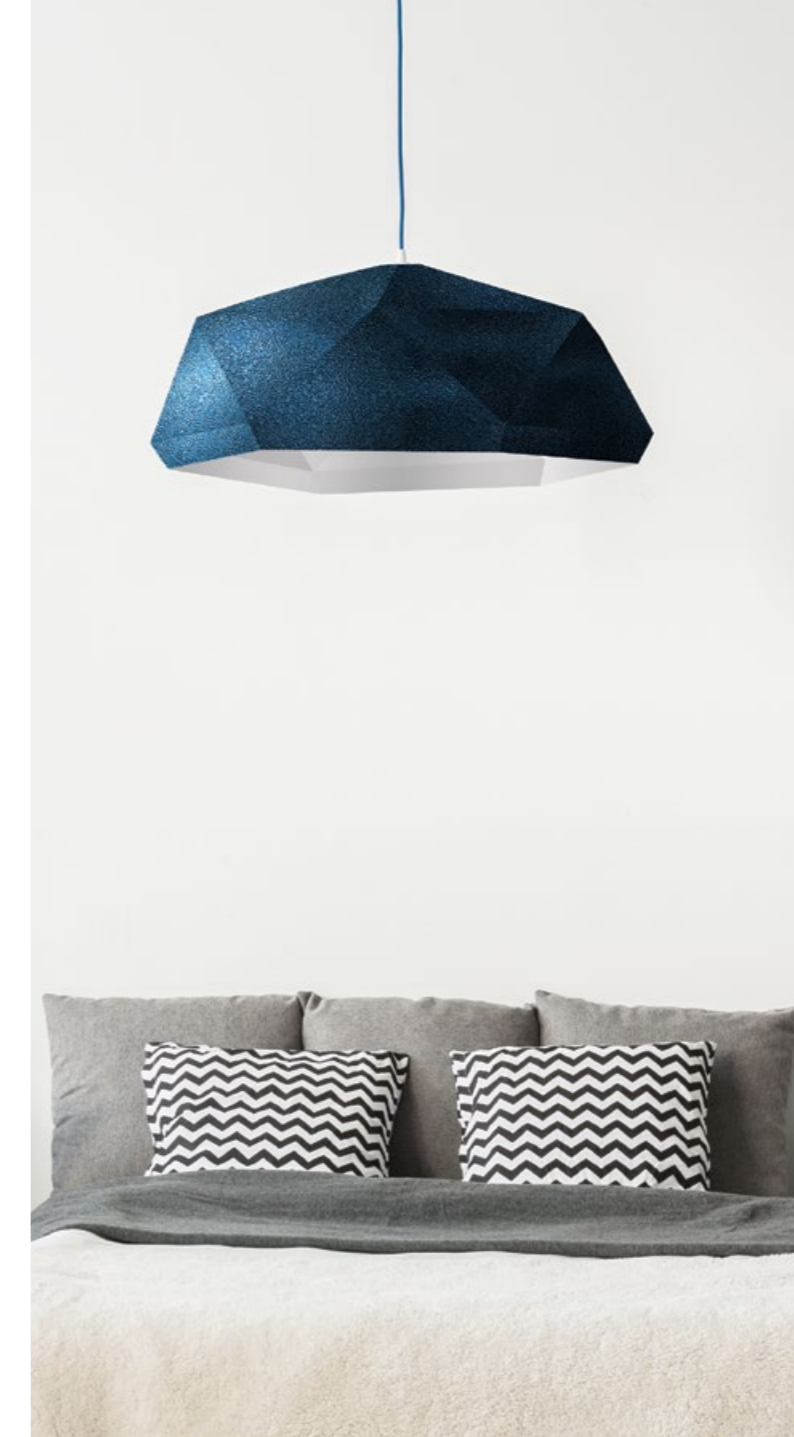
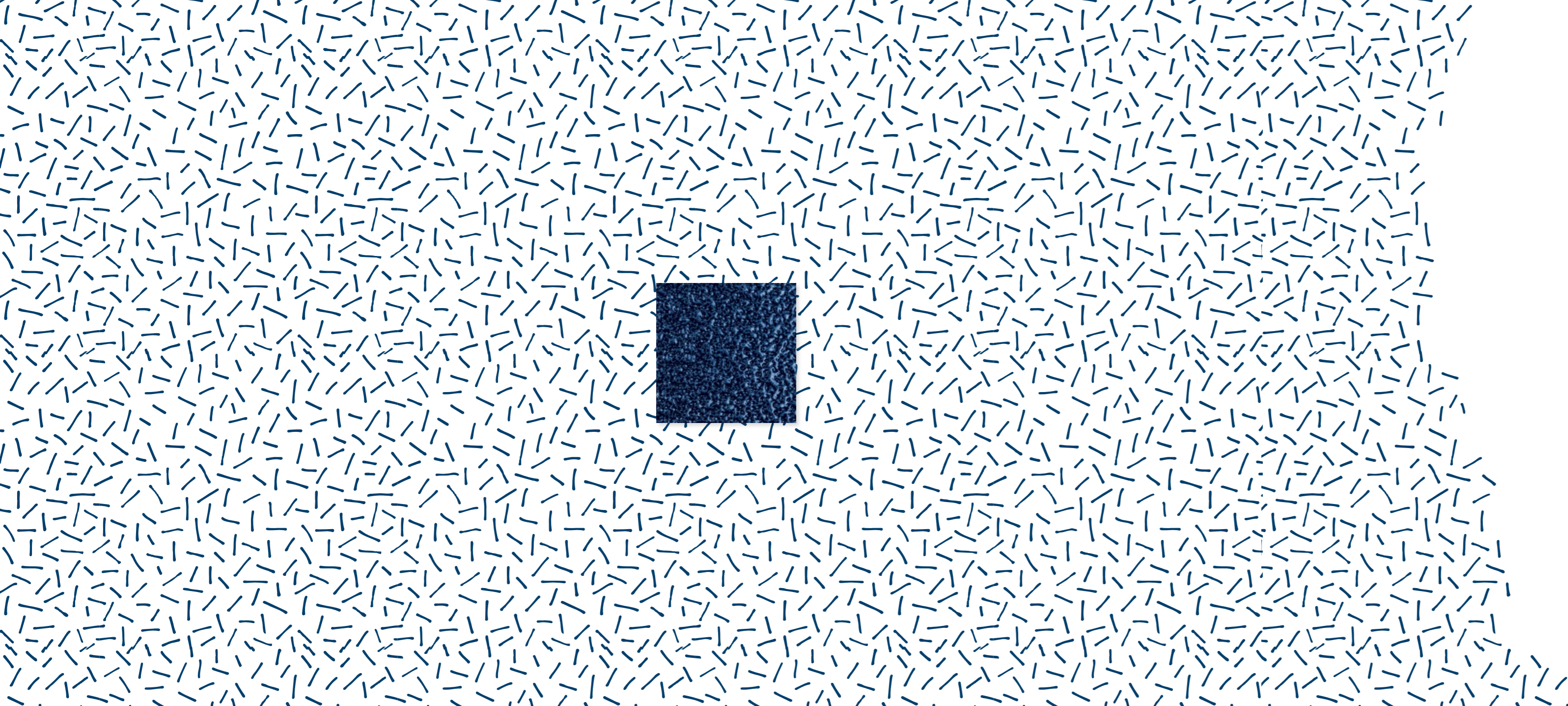


SILHOUETTE

EVENING FALLS

Inspired by the way the world changes as the evening sun hides behind the horizon, Silhouette is a calming shade that invites the eye. While cool in tonality, it has a dignified presence that gives weight wherever it is used.

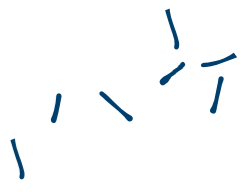


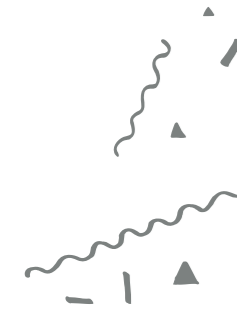


EVE

DAY TURNS TO NIGHT

Like the night sky as seen before the first stars appear, Eve is a captivating canvas of colour. An alluring blend of tranquillity and energy, it can relax the sharp edges of angular design or ignite flowing curves.

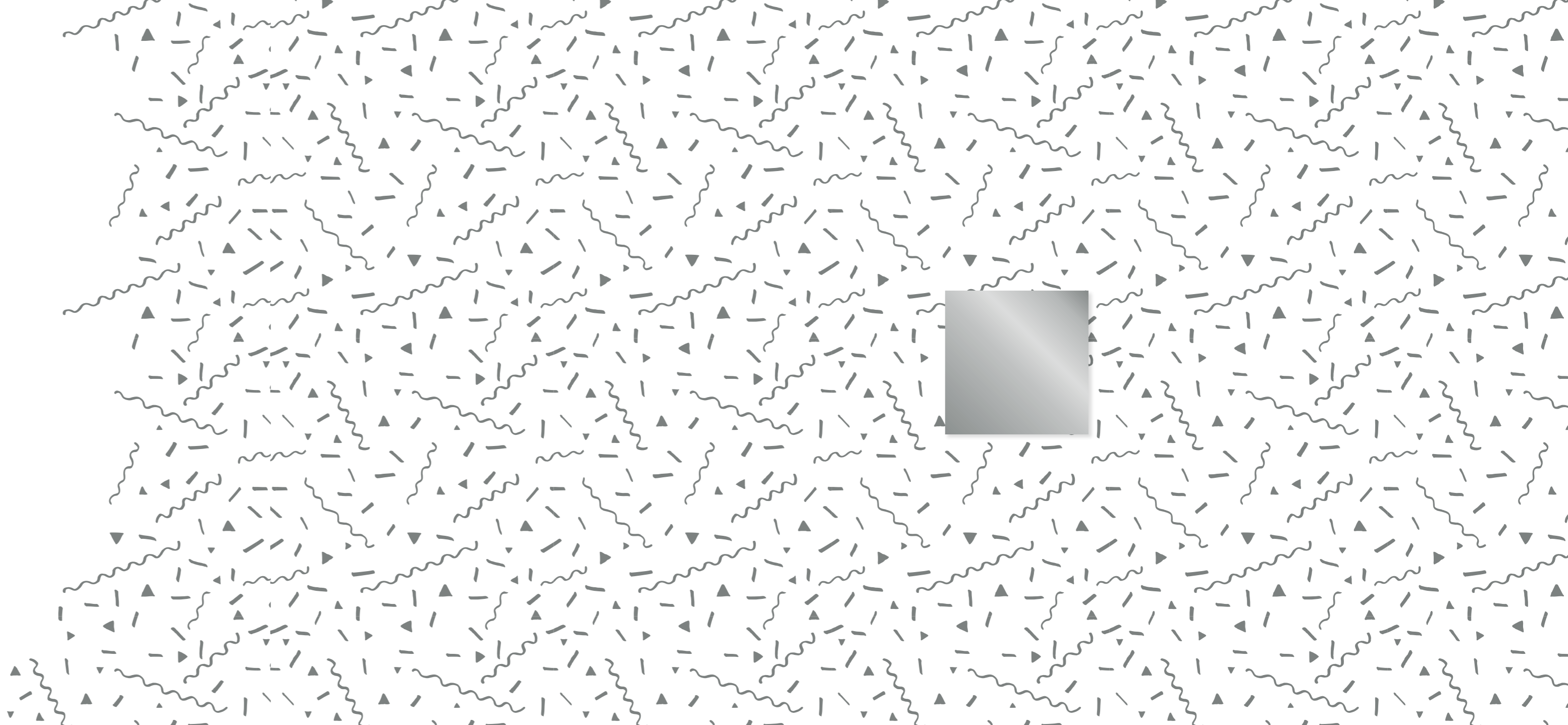


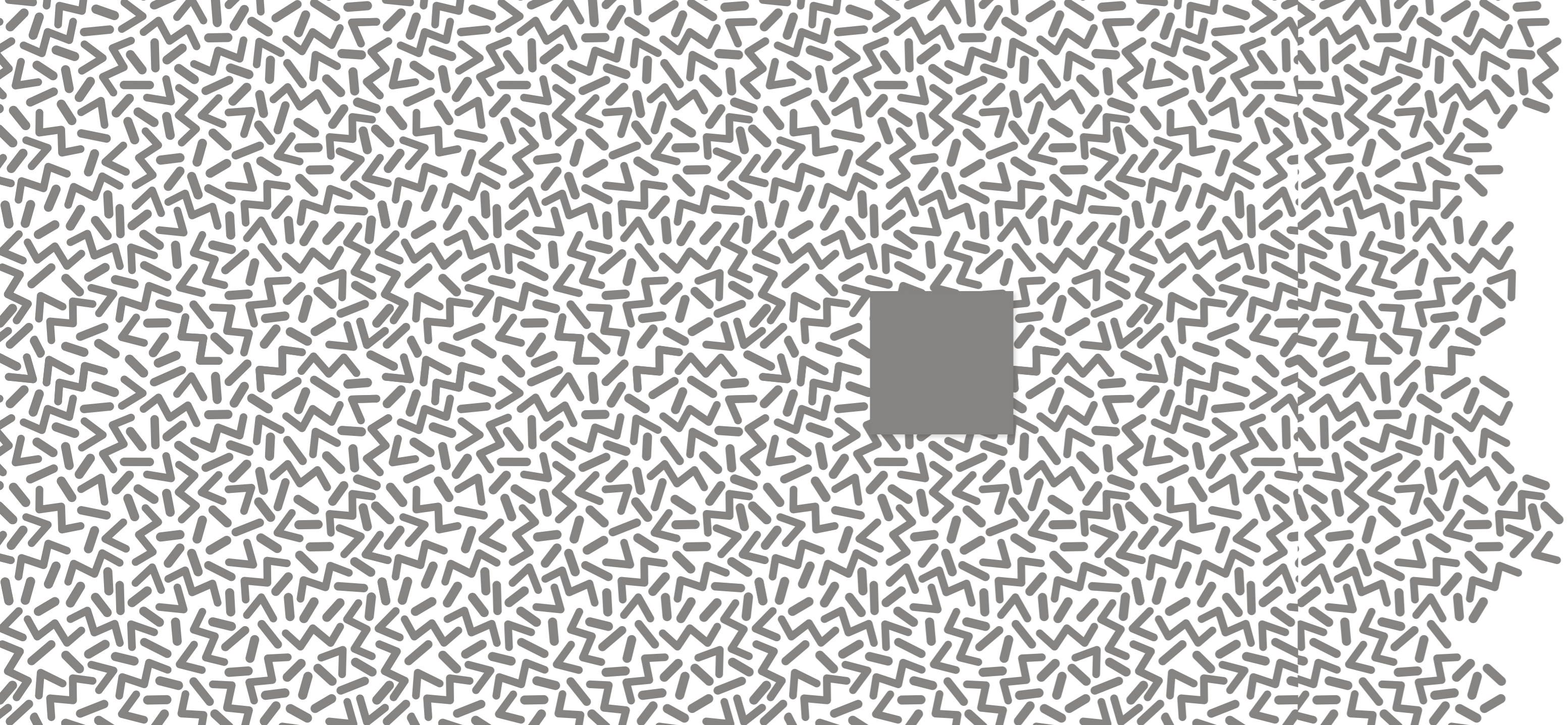


GLIMMER

SPECTRUM OF REFLECTION

An eco-friendly alternative to chrome, Glimmer captures the metallic shine of polished silver. A mirror to the world, it reflects the radiant rays of the sun, dancing across the spectrum of light and dark.





PRENUMBRA

LIGHT AND DARKNESS MINGLE

Named for the mysterious gradient on the edge of a shadow, Penumbra carries an air of mystique whether used as an accent or as a wash of colour. Depending on its use, it can play a subtle, unassuming role or take centre stage.

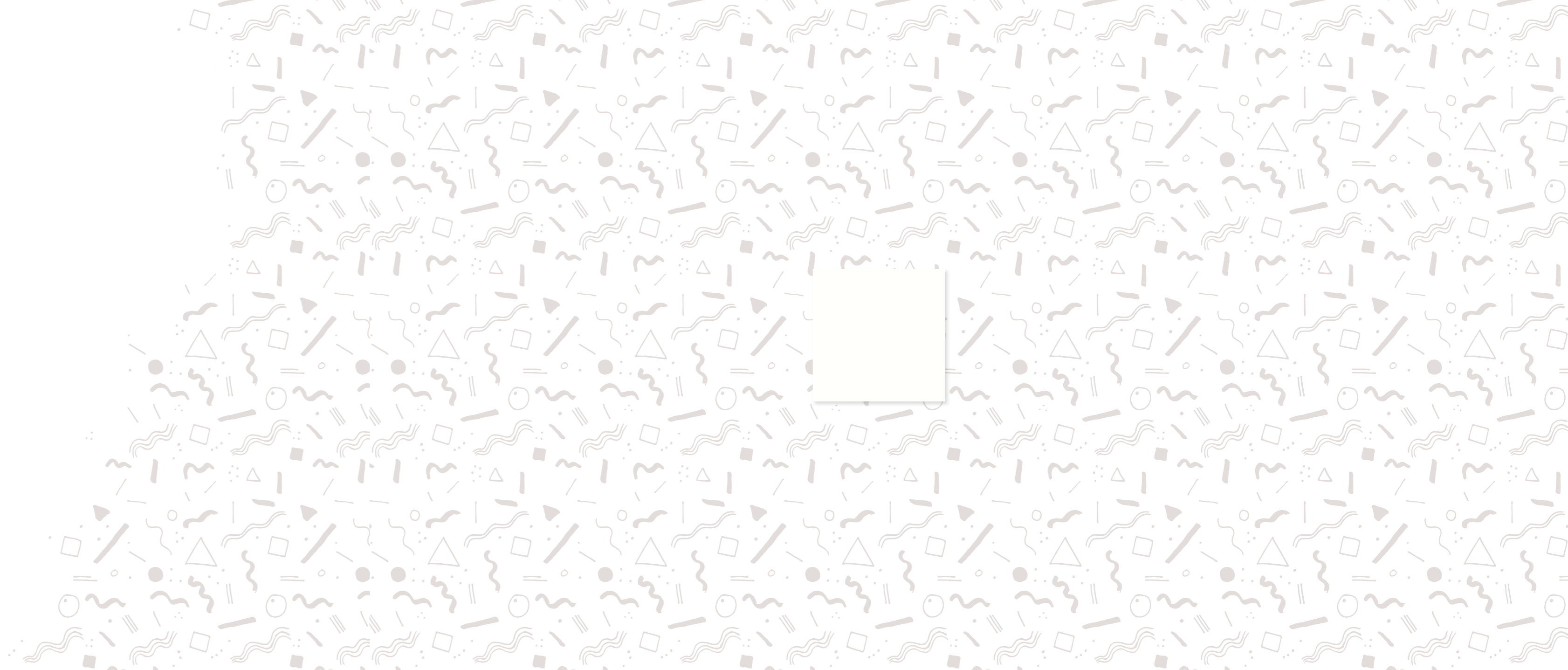
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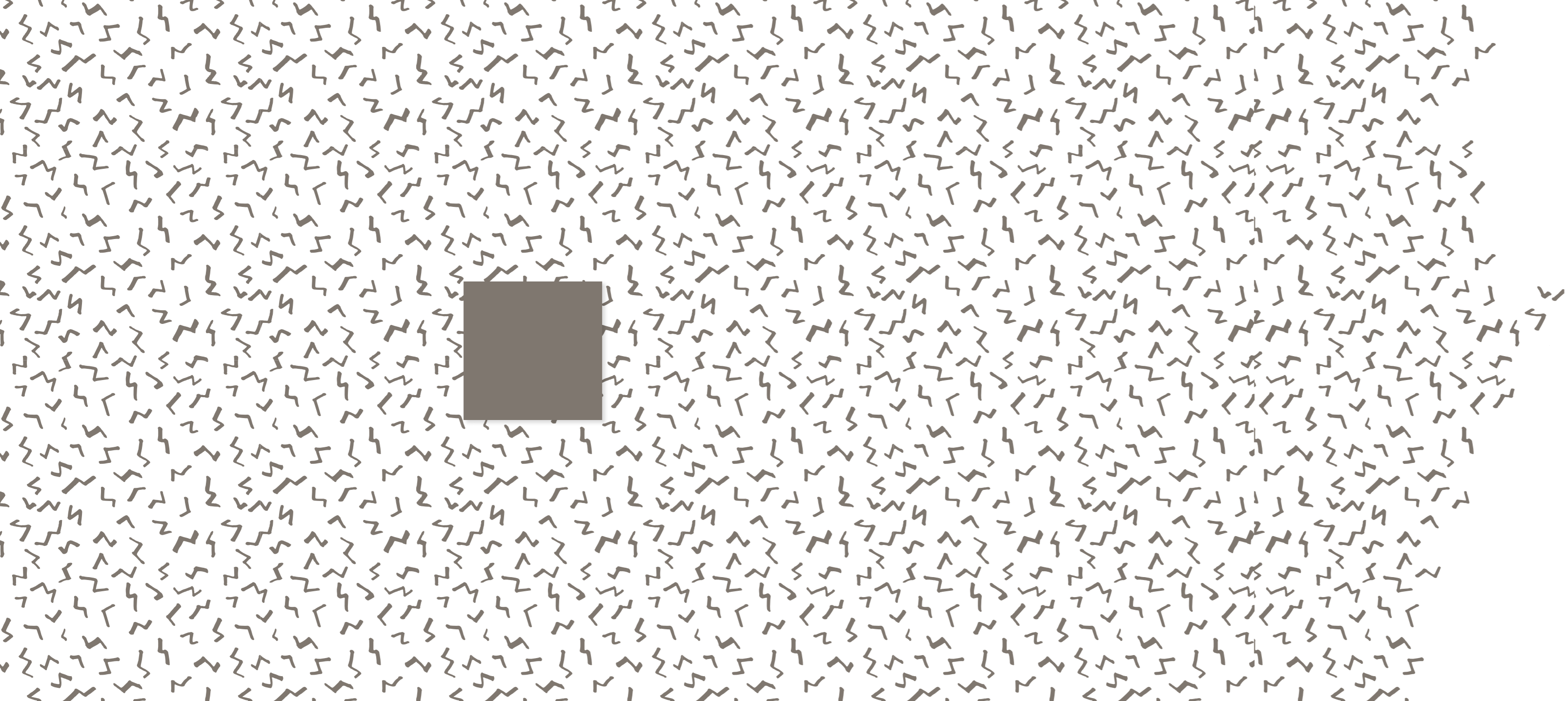


FLASH

BRILLIANCE IN FOCUS

Where all the colours of the rainbow come together, a spot of dazzling white light is formed. This spot of light is Flash. Captivating and bright, Flash is considered a shade of white that is simultaneously graceful and opulent.





UMBRA

THE LIGHT UNSEEN

Found where objects cast their shade under the noonday sun, Umbra has a seductive warmth. A hue that is handsome and refined, it can build ambiance where used sweepingly and define delicate accents where used with reserve.

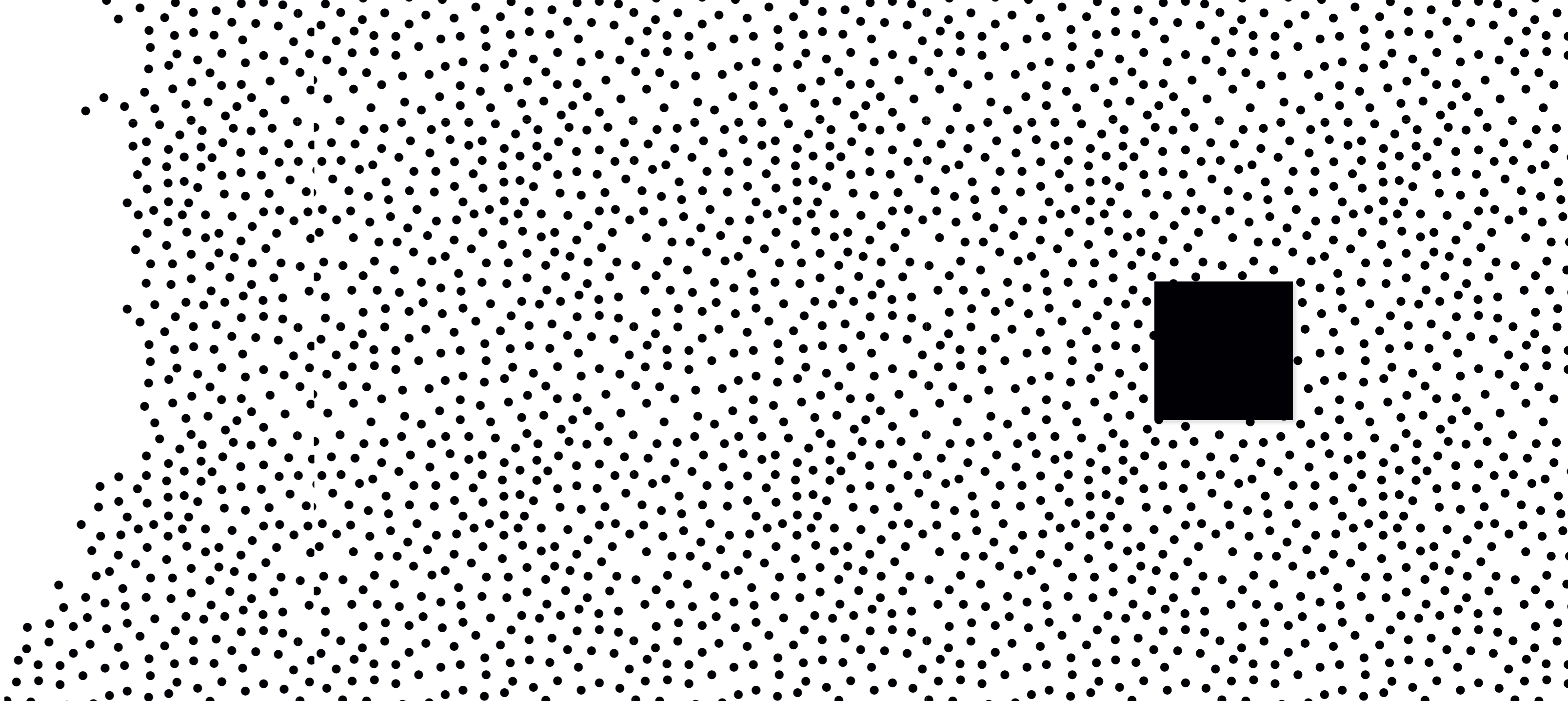




JET

THE FLAME BLOWN OUT

The complete absence of light, Jet is the pitch-black canvas of a starless night. A cool, calming shade, it offers a richness of tone in an opaque layer of lustre. In addition to traditional powder coating applications, Jet can also be used as a finish for MDF projects and designs.





WHITE ASH

DRAWN FROM NATURE

Specially selected for the furniture design industry, White Ash gives the lifelike look and feel of wood on any aluminium or steel surface. It was chosen from our Woodspiration Collection, a new range of realistic wood grain effects.





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