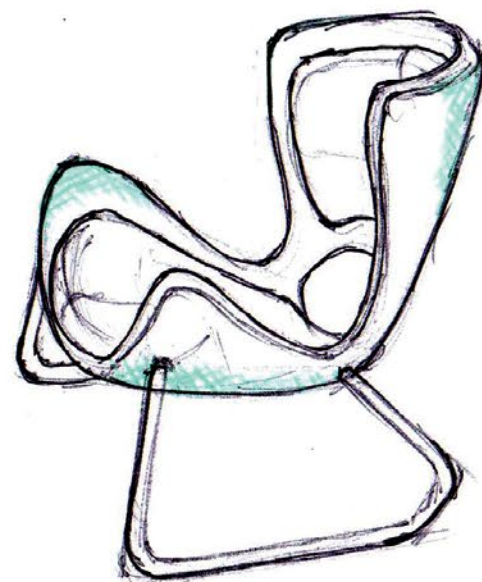
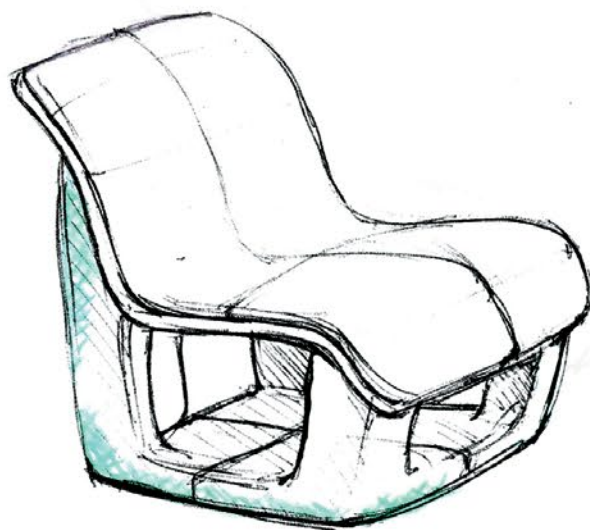




THE
Imagination
COLLECTION

NEW CLASSICS RANGE



A DESIGNER HAS A DUTY TO CREATE TIMELESS
DESIGN. TO BE TIMELESS YOU HAVE TO THINK
REALLY FAR INTO THE FUTURE, NOT NEXT YEAR,
NOT IN TWO YEARS BUT IN 20 YEARS MINIMUM.

- Philippe Starck



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.



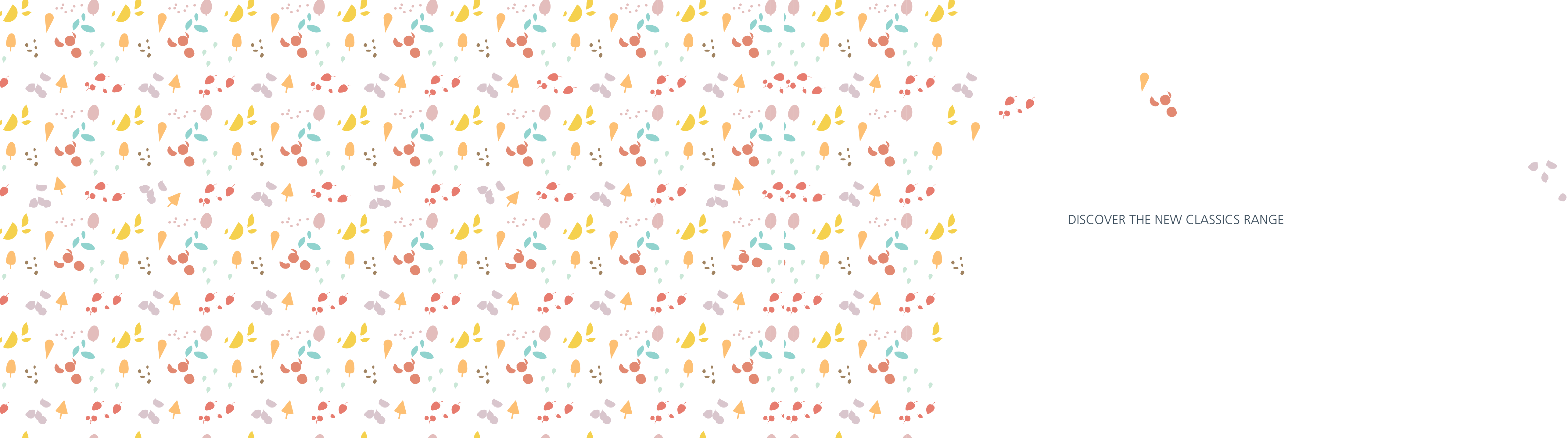
A GROWING COLLECTION

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.





DISCOVER THE NEW CLASSICS RANGE



Jotun Powder Coatings introduces New Classics, the second range of our Imagination Collection. This diverse palette of ten contemporary pastels is as much inspired by the softer side of summer as it is by Miami's Art Deco district. They're light-hearted and soothing, yet brimming with character. Turn the page and let your imagination run away with you.

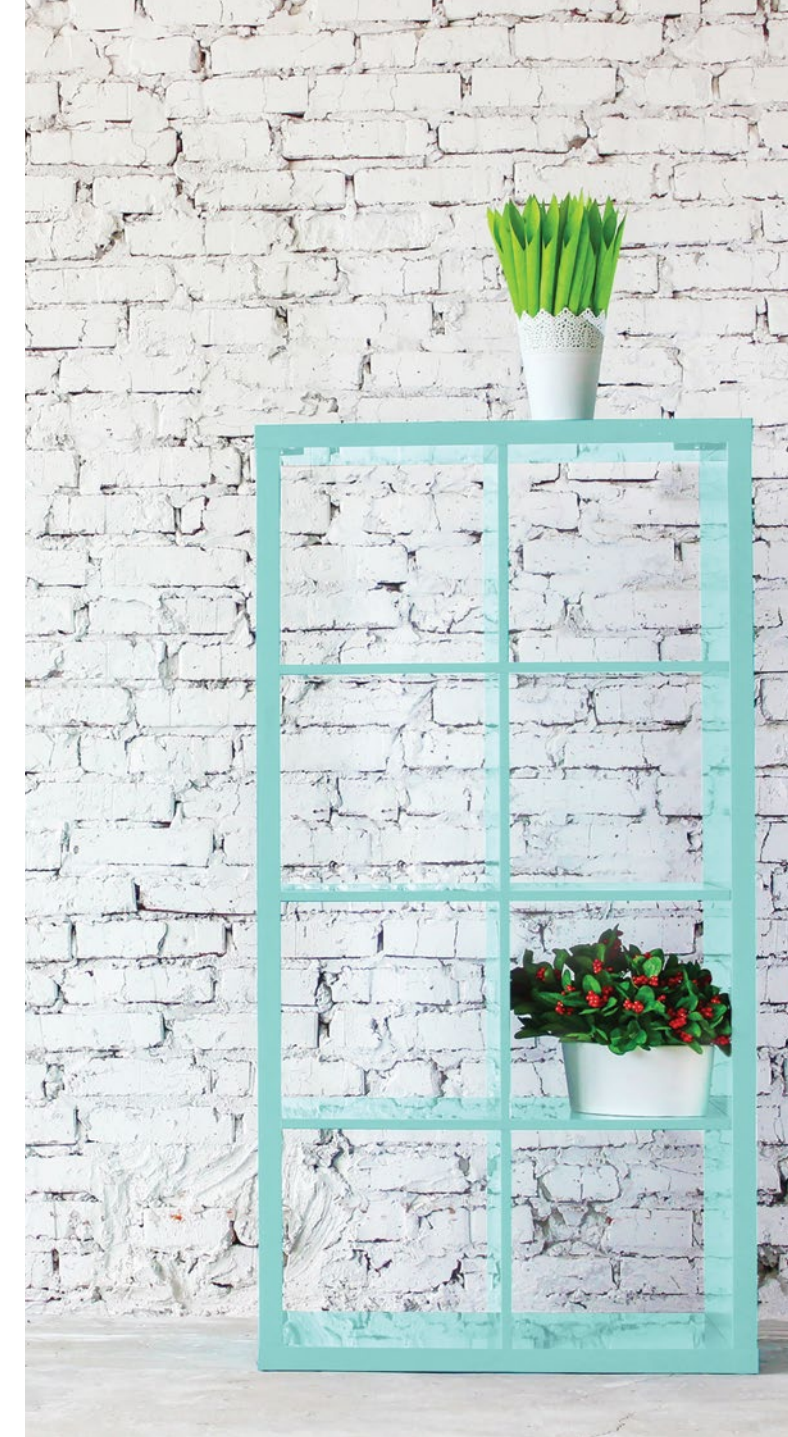


DEW

THE PROMISE OF A NEW DAY

As the sun rises on the horizon, a cool mist creates a glisten upon everything. It's the dawn of a new day, one filled with optimism and promise. Dew is a tranquil tone that adds a sense of freshness to anything it rests upon.





MINT

A REFRESHING NEW LOOK

Once believed to be a natural medicine by earlier civilizations, Mint provides a contemporary remedy for aesthetic challenges. Its tone is soothing and calming; it can lighten the darkest corners and complement the most minimalist of designs.

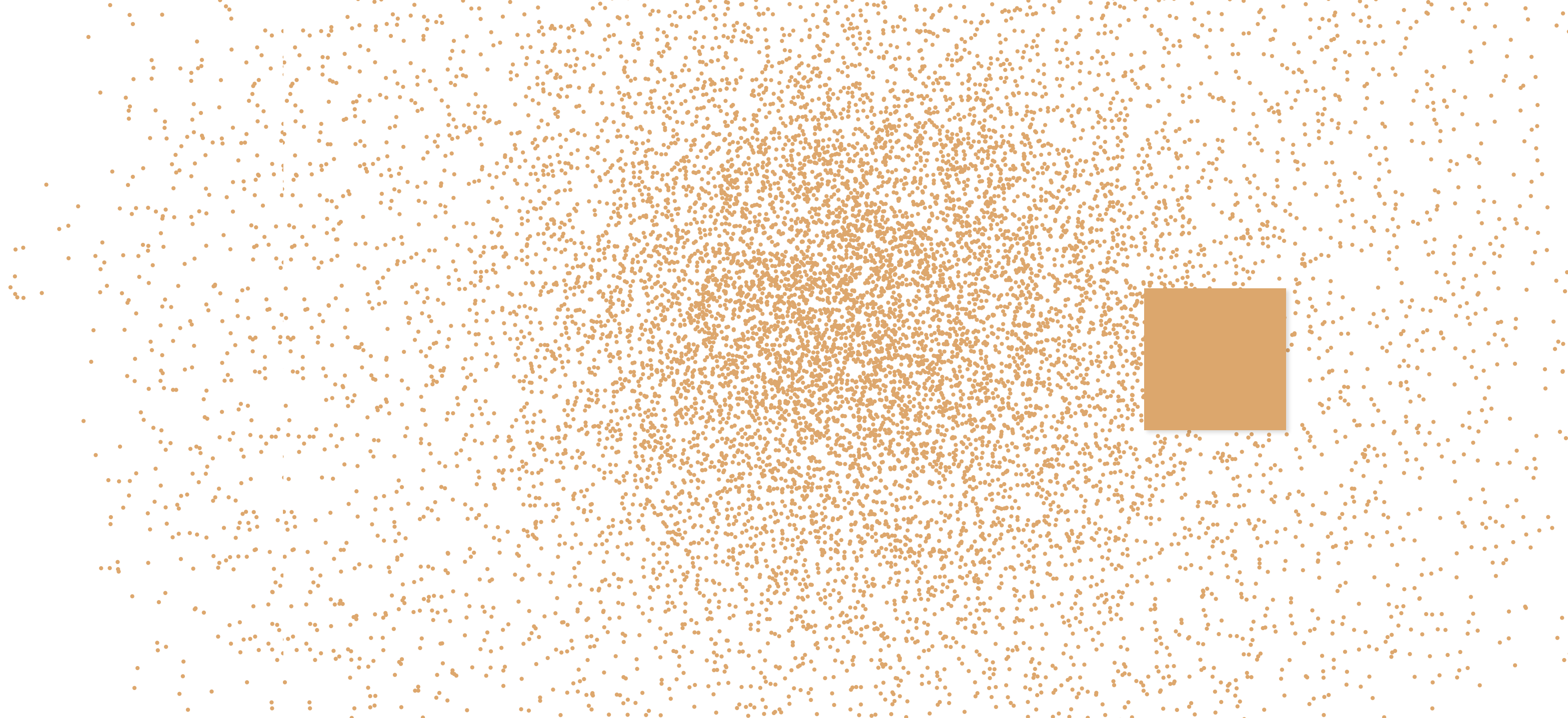


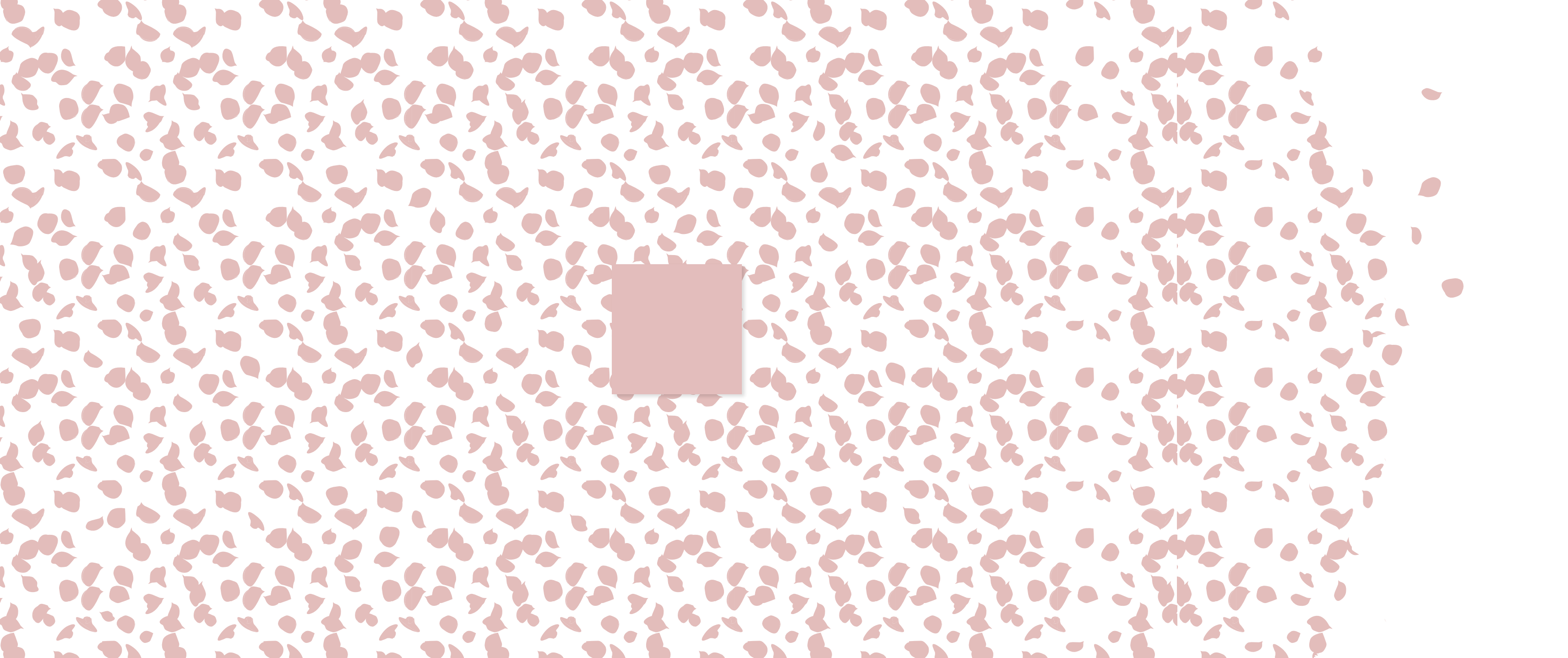


SANDCASTLE

ANYTHING BUT NEUTRAL

If you think beige is so 'beige', think again. Sandcastle has an authentic, organic intensity that will continue to draw attention. It's refined and subtle, yet it sparkles with life. This neutral colour is at ease in a supporting role but can also take centre stage in your design.





BLOSSOM

LET INSPIRATION FLOURISH

The Japanese believe that blossoms represent the cycle of life. They are a reminder that our spirit is overwhelmingly delicate and precious at times. Blossom is an uplifting colour that inspires you to seize the moment. It has character in spades without boasting about it. Whatever Blossom touches, it elevates.

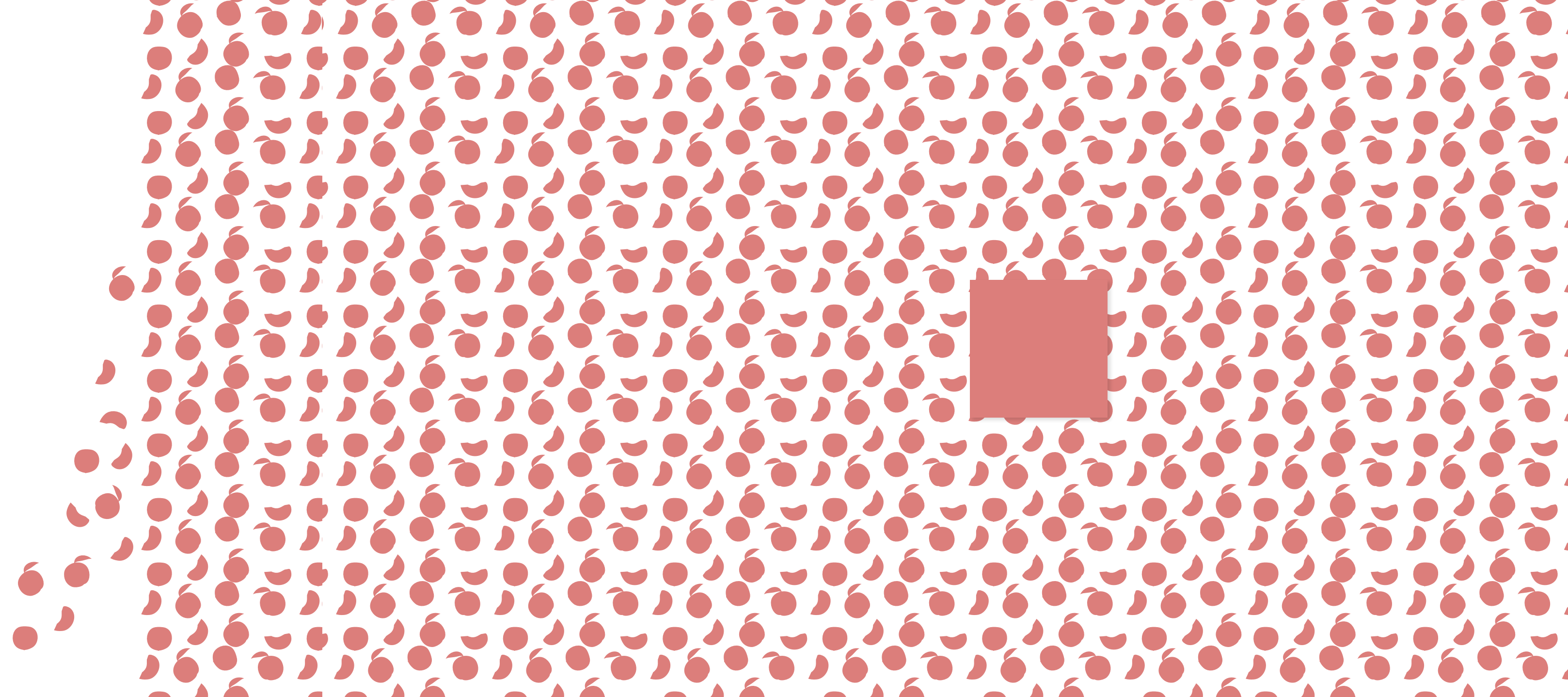


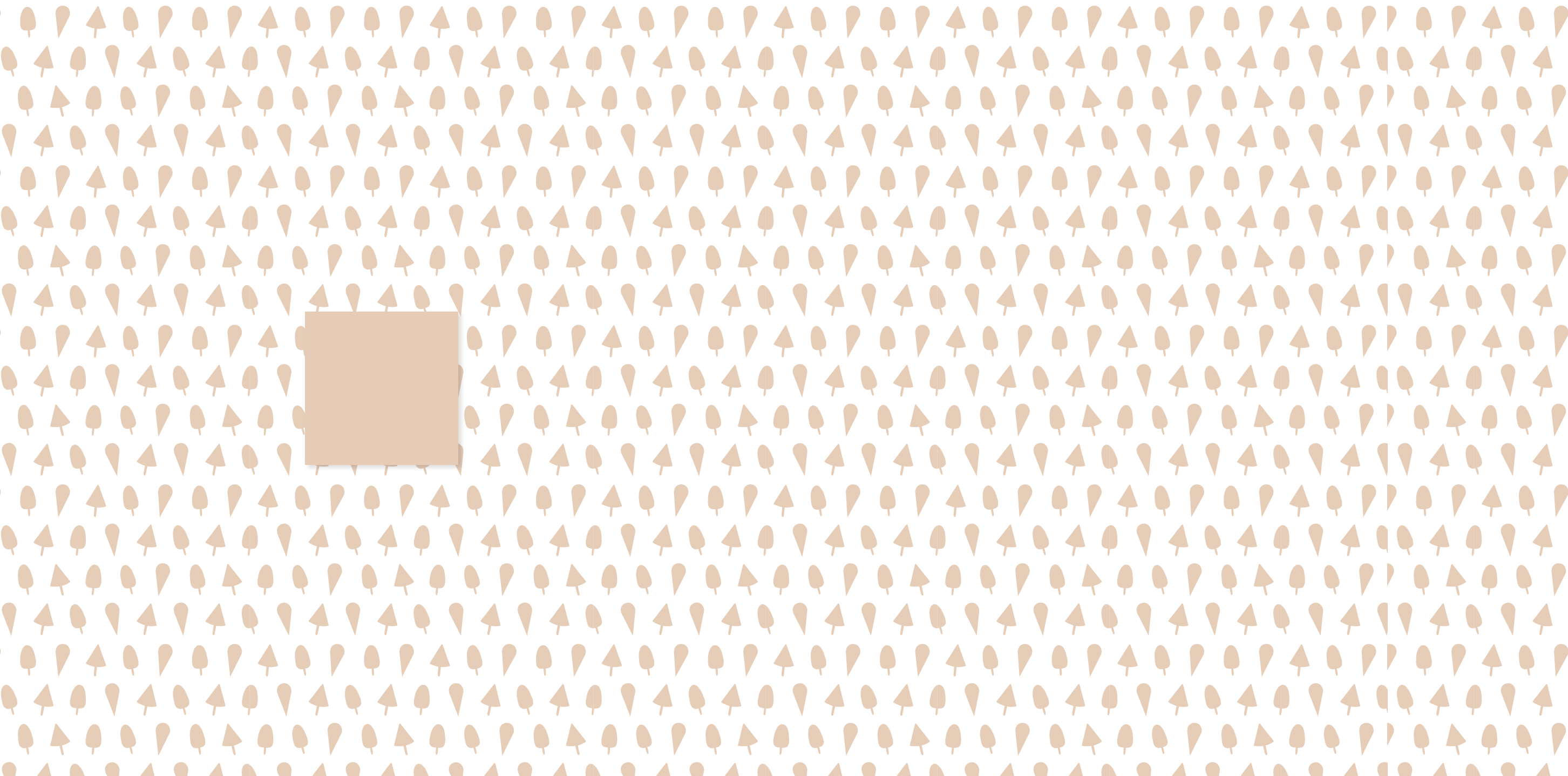


PEACH

LEAVE A LASTING IMPRESSION

Said to evoke a sense of immortality in Chinese folklore, a peach is the symbol of prosperity and long life. This delicate but characteristic colour infuses life in all it touches. Peach is a classic colour that is as warm and enlightening as it is reinvigorating.





POPSICLE

THE SWEETER SIDE OF LIFE

It's funny how the taste of an ice cold popsicle can bring back happy memories. Popsicle is a colour that conjures up everlasting fun times with friends on hot summer days. Its adventurous hues bring a sense of wonder, fun and joy to all that it touches.



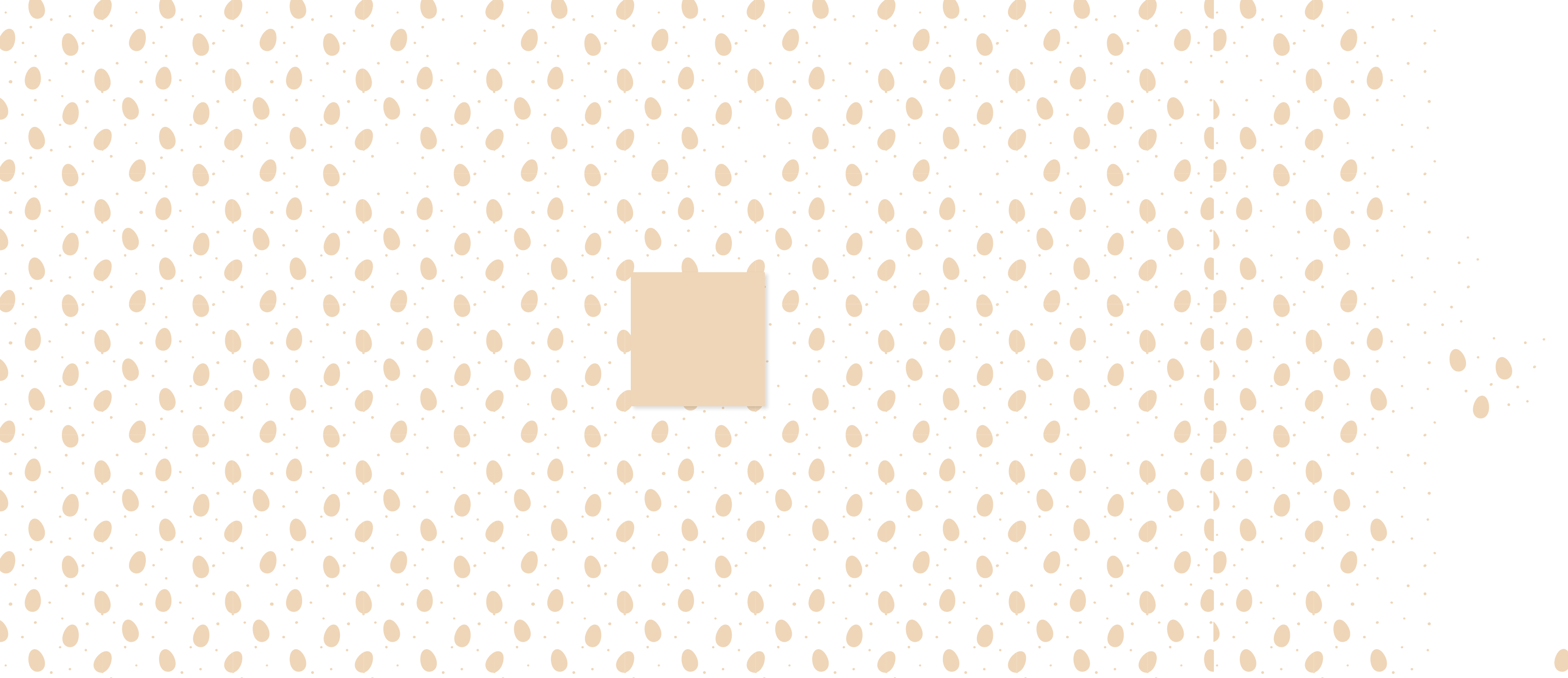


CITRUS

A BURST OF FRESHNESS

Alexander the Great understood how valuable citrus was when he used it as a currency with Indian traders. Today, the colour Citrus continues to enrich wherever it's used. Its jovial bursts of zesty freshness can add true sparkle to any design. You can use it as a bright accent or make it a dominant colour on designs that are not too shy to take the limelight.





EGGSHELL

FRAGILITY THAT LASTS

They say there is “beauty in frailty”. If ever there was a colour that lives up to this expression, it's Eggshell. It's so delicate, there's almost a sense of innocence to it - as if untouched by life's hardships. Let this extraordinary, gentle colour touch your design and it is sure to endure the test of time in the most beautiful way.

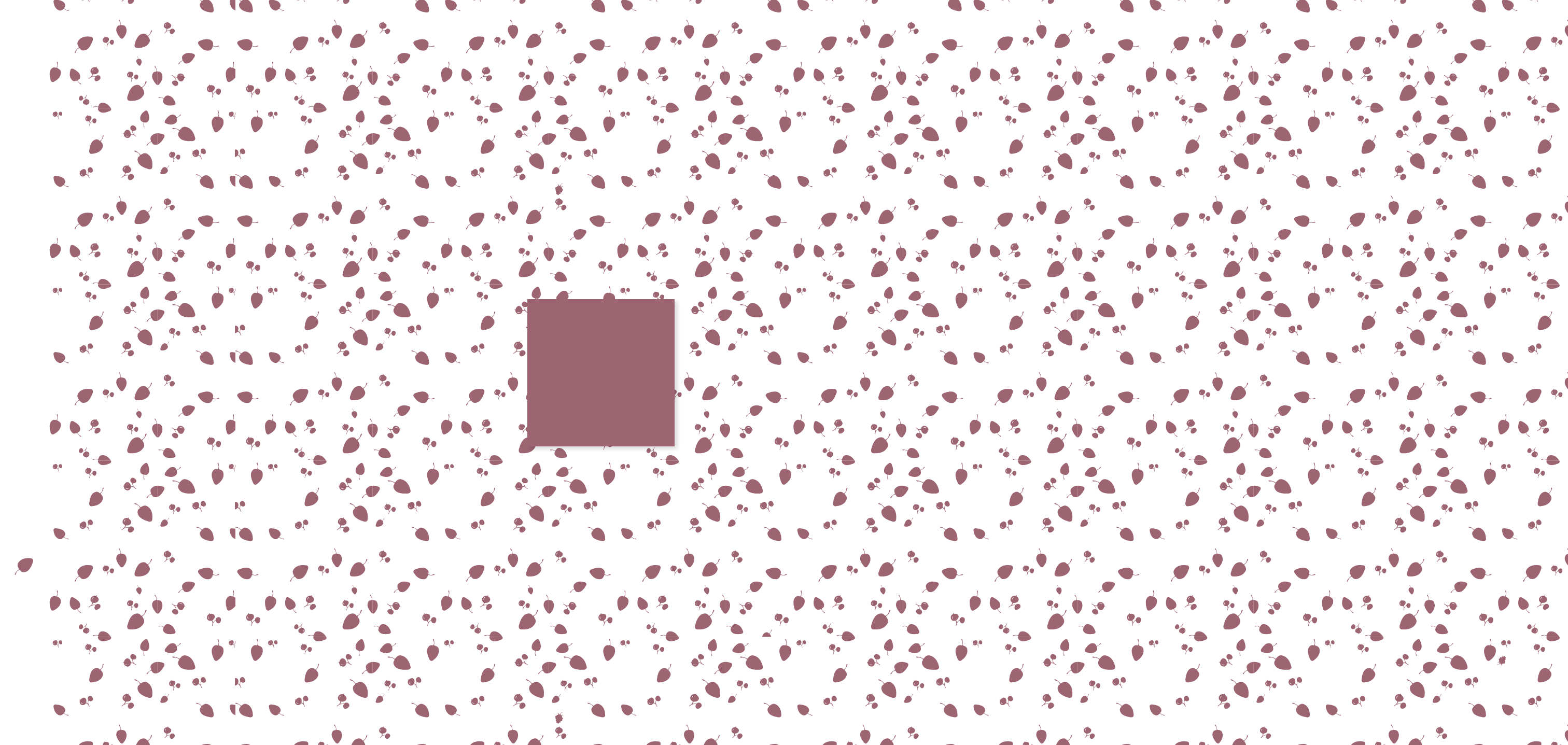
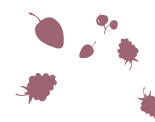


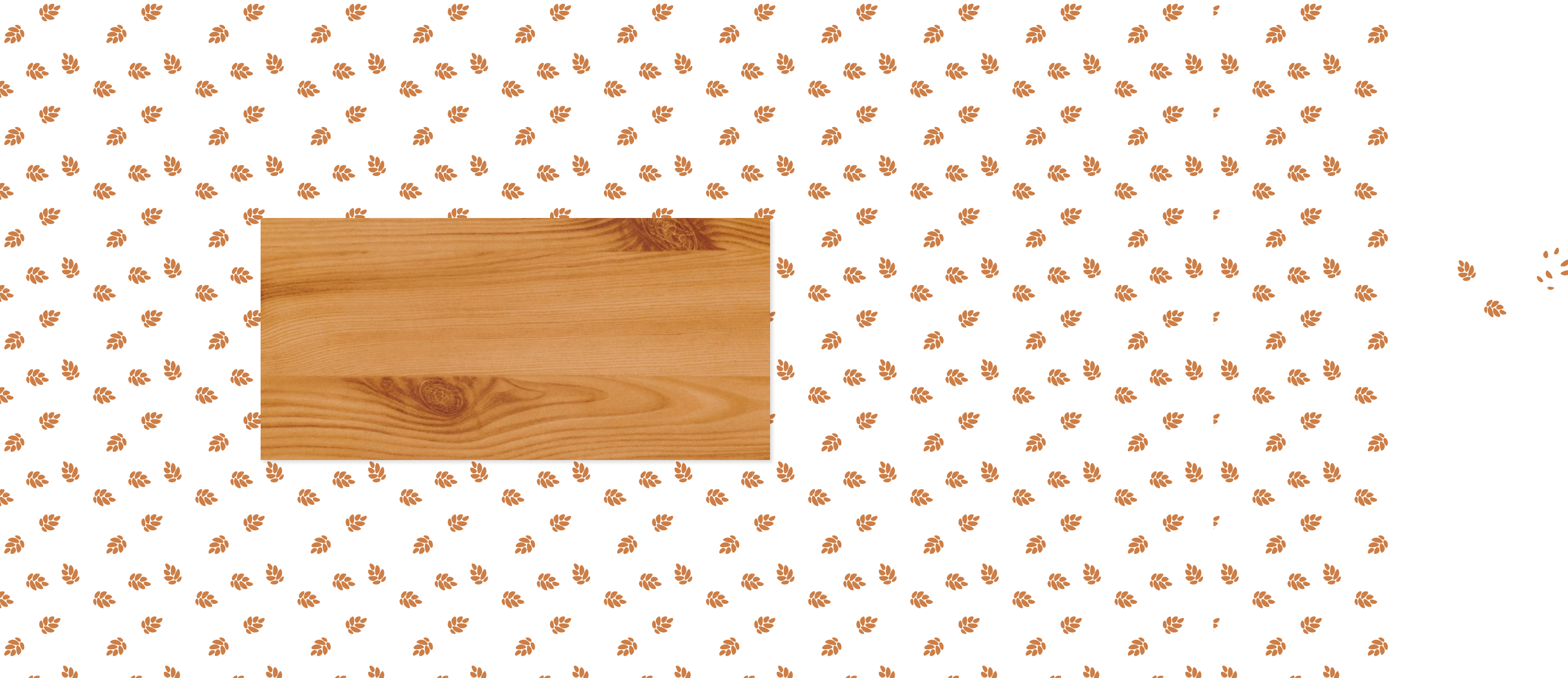


BERRY

DIVINE INSPIRATION

Ancient Greek scriptures describe berries as “food of the gods.” These divine fruits are the inspiration behind Berry. Its opulence is sure to be envied. Berry is a considered mix of reds that radiate power, adding a courageous tone to any project.





PINE

HEARTWARMING TRANQUILLITY

In many places around the world, placing a pine tree indoors evokes a sense of positive spirituality. With Pine from the New Classics range, you can bring a comforting warmth to your furniture designs. It creates a peaceful and tranquil effect that puts people at ease, yet lifts their spirits.





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.



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