

MEDIA RELEASE

Brighten your world with “ZEITGEIST”, Heubach’s 2023 Decorative Color Trends

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Zeitgeist invokes the mood of the age and perhaps no feeling more closely reflects this spirit of the time than that we must salvage our planet. With sustainability as a guiding principle, Heubach’s *2023 Decorative Color Trends* set a new direction in color and application techniques for decorative coatings.

The shades that feature in *Zeitgeist 2023 Decorative Color Trends* reach out to the future, diving into the unknown, exploring new galaxies and the depths of the seas. Based on the topics “**Impetus**”, “**Free Rein**”, “**Y-Files**” and “**Deep Space**” Heubach has developed four color palettes from traditional, natural driven soft tones to intense and bright shades.

The four color palettes consist of 21 color trends including **The Color of the Year (COTY) 2023 – GOOD JINN**, a dark and intense blue hue which is great for drawing the focus of a room to some special feature – a large window or a nice painting or piece of furniture.

“To each color trend we offer matching color tones and the basis for each is a guiding formulation available in our Formula Guide. This allows customers to match any color they aim for in modern architectural paints,” said Franziska Trapp, Segment Head Decorative and Wood Coatings, Global Technical Marketing Coatings at Heubach.

At the same time, our digital world offers another kind of creativity, one that lets us explore a whole metaverse of opportunities and colors in each of the palettes. Why not lead a second life in the **Y-FILES**, where “Y not” is the reigning motto? Especially now that the pandemic has turned us into blank slates and given us **FREE REIN** over how to continue. Who knows, we might even be inspired to become real-world explorers – fathoming the undiscovered depths of **DEEP SPACE** and bottomless oceans.

All ZEITGEIST shades are formulated with *Colanyl® 500 waterborne pigment preparations*. The resin-free and low VOC range combines the advantages of broad compatibility in waterborne architectural coatings and suitability for Point-of-Sale and In-Plant tinting.

It also offers a well-balanced mixture of high and medium pigment content for economical coloring, optimized preservation and minimized settling behavior for a long shelf life of up to two years, no impact on film hardness or abrasion resistance and has good hiding power even in light color areas. Colanyl 500 is low VOC and manufactured without using alkyl phenol ethoxylated additives (APEO).



“ZEITGEIST” Decorative Color Trends 2023+: full color palette from traditional, natural driven soft tones to intense and bright shades. (Image: Heubach)

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About Heubach Group

With a tradition of delivering excellence that stretches back over 200 years, the Heubach name is synonymous with innovation, attention to customer needs and reliability in creating colors. Today's Heubach is a global industry leader in the field of organic, inorganic and anti-corrosive pigments, pigment preparations, dyes and specialty materials. With a global manufacturing footprint including 19 facilities around the globe, Heubach is committed to a reliable supply of high-quality materials to meet customers demanding production environments. Sustainability is a part of the Heubach DNA. With our extensive product portfolio, advanced technologies, global manufacturing sites and secure supply chains, we deliver industry leading, best-in-class products to brighten the lives of customers, wherever they are. Heubach generates approximately EUR 1 billion in annual sales. For more information, please visit www.heubach.com.

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