



**Interpon**<sup>®</sup>  
POWDER COATINGS

# Interpon Color of the Year 2024 Sweet Embrace

Join the powder revolution

AkzoNobel



## Interpon Color of the Year 2024

# Soft on color; strong on design performance

Everyone needs color. Colors that dazzle and colors that hide, colors that stand out or blend in. Colors you can see and colors you can't. Colors that enhance the buildings in which we work and live; the furniture on which we sit and relax; the everyday household products that integrate effortlessly and harmoniously with our everyday lives.

When life is complex and we're experiencing information overload, we need spaces that offer us the simplicity to clear our minds, decompress and understand the things we really need. Whether at home or at work, in a school or a hospital, or wherever we find ourselves, we need spaces where we can feel comfortable and relaxed.

In this context we introduce 'Sweet Embrace' the Color of the Year 2024, a delicate shade of soft grey with a hint of violet, and a subtle metallic effect. A color with a gentle optimism that is both understated yet liberating, that brings a sense of stability and peace to our living and working spaces. It is imagined by an international team of color experts, designers and architects from around the world and within AkzoNobel's Global Aesthetics Center.

Based on this work, the Color of the Year 2024 powder coating palette is perfect for transforming interiors and exteriors across a wide range of sectors. Within the palette are a number of blues, greens and natural browns in metallic, smooth and fine texture effects that recall shades of seascapes and woodlands. These shades have a natural calming and clarifying effect and will help a building be at home in the surrounding landscape allowing even modern, high-tech buildings to blend with the natural environment.

With 10 colors to choose from, mixing darker shades with lighter neutrals, this palette offers the potential for architects and designers to create subtle coordination or contrast with the objects and buildings they design that will impress and delight for many years to come.



# Leading benefits

## Inspirational colors

A comprehensive palette of 10 unique colors including blues, greens and natural browns to reflect shades of seascapes and woodlands bring a sense of calm and tranquility to exterior and interior designs.

## Inspirational science

Expert color scientists from within the world of AkzoNobel and beyond with access to more than three decades of color research and analysis ensure the colors we create are always on-trend.

## Inspirational performance

Interpon powder coatings are designed to enable surfaces to retain their color integrity for longer, thanks to their exceptional levels of durability and performance.

## Inspirational partners

We have a constant desire to help you succeed, creating exceptional colors matched by exceptional support to protect your reputation and ours.

## Inspirational pedigree

Our new Color of the Year 2024 is part of the Futura 2022-2025 color family – a family with a proven heritage and globally renowned.

## Color palette



Y2375QF



Y225LQF

Colors and trends for the world's finest creative minds



Y2322QF



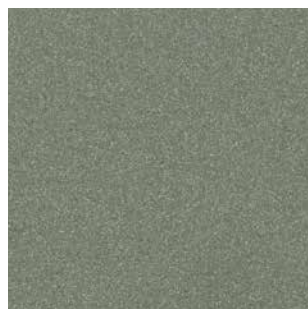
Y226LQF



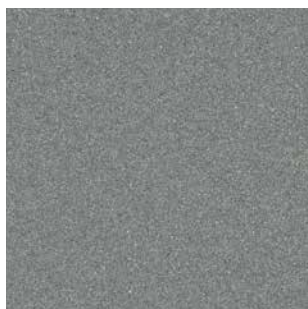
Y2318QF



Y2319QF



Y2337QF



Y2330QF



Y221AQF



Y227JQF



## AkzoNobel

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For more information please visit [www.akzonobel.com](http://www.akzonobel.com).

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Speak to your local representative or contact [interpon.info@akzonobel.com](mailto:interpon.info@akzonobel.com) to order samples and learn more about what the Interpon Color of the Year can do for you.



**Interpon Design App**  
Created especially for architects and specifiers



**Interpon App**  
Our Interpon App opens the door to all you need to know about Interpon powder coatings

Join the powder revolution