



# TIME FOR A CHANGE

INTERIOR PAINTS BROCHURE



# Welcome to a **COLOURFUL WORLD**

Colours represent your identity. They bring out the multiple facets of your personality. We at Jotun Paints realise this need of expression and bring you all the colours of the world.

Visit any of our Multicolor stores throughout the region and get your perfect paint colour which is specially made for you.

**Beautifying your home  
is now easier and simpler,  
only with JOTUN!**



## All the Colours in the World.

We at Jotun Paints understand the world of beautiful colours and the various kinds of emotions they generate. Be it a range of dynamic red, the joyous yellow, individualistic purple, loyal orange, hopeful green, or the earthy brown; Jotun has it all for you.

Our wide range of colours includes various paint effects giving thousands of variations to your walls. These are high quality colours which are long-lasting, washable and remain new, year after year.

So come in to our world of colours and choose your favourite paint through the Jotun unique tools which guide you in your selection. Use our ColourAdvisor or the Colour Trends to choose a colour that not only suits your need but also speaks for your personality.

## JOTUN IS NO.1 IN PAINTS:


-  **No.1 in Colours**
-  **No.1 in Effects**
-  **No.1 in Protection**
-  **No.1 in References**





# INDEX

Change to Passionate	1
Change to Fun	3
Change to Cheerful	5
Change to Peaceful	7
Change to Creative	9
Change to Luxurious	11
Change to Elegance	13
Change to Glamorous	15
Colour Ambassadors	17
Product Overview	19
Change to World Famous	20
ColourAdvisor	21
Jotun GreenSteps	22





# Change to **PASSIONATE**

Red, the single most dynamic and passionate colour,  
symbolises love, passion and courage.



**Fenomastic Pure Colours Emulsion**

Create the perfect atmosphere with Fenomastic Pure Colours Emulsion. Some of the excellent properties of this high quality waterborne paint are that it's durable, washable, and smooth, along with low VOC (Volatile Organic Compounds) and low odour.

Adding further is its amazing range of along-lasting colours with which you have everything you need to beautify your home.



## Best End Results:

- 1** For repainting your walls, directly apply 2-3 coats of Fenomastic Pure Colours Emulsion.
- 2** For new walls, paint with 1 coat of Fenomastic Primer, 2 coats of Stucco, followed by 2-3 coats of Fenomastic Pure Colours Emulsion.

To find our full range of colours or your perfect colour,  
visit your nearest Jotun Multicolor store.



# Change to **FUN**

Orange is symbolic of loyalty, energy, excitement, warmth, health and generosity.



**Fenomastic Stain Resistant**

Fun and stains go hand in hand. This waterborne, silk finish emulsion is perfect for those high traffic areas in your home, such as the kitchen, kids' rooms, staircase and hallways. It allows you to easily remove stains without damaging your paint.

The long-lasting colours make sure your walls remain cleaner, fresher and more beautiful, for a longer period of time.



## Best End Results:

- 1** For repainting your walls, directly apply 2-3 coats of Fenomastic Stain Resistant.
- 2** For new walls, paint with 1 coat of Fenomastic Primer, 2 coats of Stucco, followed by 2-3 coats of Fenomastic Stain Resistant.

To find our full range of colours or your perfect colour, visit your nearest Jotun Multicolor store.



# Change to **CHEERFUL**

Yellow is truly joyous and virtuous in its purest form. The colour exudes warmth, inspiration and vitality, while being perceived as the happiest of all colours.



**Fenomastic Pure Colours Enamel**

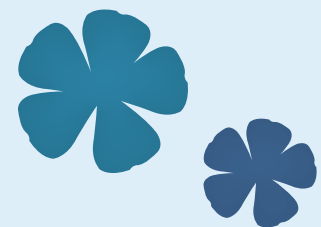
Fenomastic Pure Colours Enamel offers you a wide range of colours. It's a high quality, lead free and alkyd paint, providing a brilliant luxury finish. The product is formulated to provide maximum resistance against yellowing.

## Best End Results:

- 1** For repainting your walls, directly apply 2-3 coats of Fenomastic Pure Colours Enamel.
- 2** For new your walls, paint with 1 coat of Fenomastic Primer, 2 coats of Stucco, followed by 2-3 coats of Fenomastic Pure Colours Enamel.

To find our full range of colours or your perfect colour, visit your nearest Jotun Multicolor store.





# Change to **PEACEFUL**

Blue stands for tranquility, comfort and serenity.  
It's cooling as well as soothing.



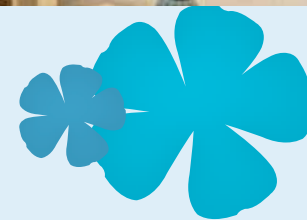
**Fenomastic Hygiene**

Calm and relax yourself with the power of blue. Peace of mind with Fenomastic Hygiene. This high quality product is recommended for your kitchens and bathrooms because it prevents the growth of many bacteria and fungi. It can also be used for other rooms in your interior and comes in a wide variety of colours.

In addition to its washability, low VOC and smooth finish, it has a unique High Crack Tolerance (HTC) formula.



## Best End Results:



- 1** For repainting your walls, directly apply 2-3 coats of Fenomastic Hygiene.
- 2** For new walls, paint with 1 coat of Fenomastic Primer, 2 coats of Stucco, followed by 2-3 coats of Fenomastic Stain Resistant.

To find our full range of colours or your perfect colour, visit your nearest Jotun Multicolor store.





# Change to **CREATIVE**

Green is the colour of life and represents freshness, growth and abundance.



Lady Effects Glaze

Be creative and use our Lady Effects Glaze. This includes a wide variety of techniques to achieve the most creative and personal end result. We have over a hundred colours to choose from to make sure you find the perfect colour.

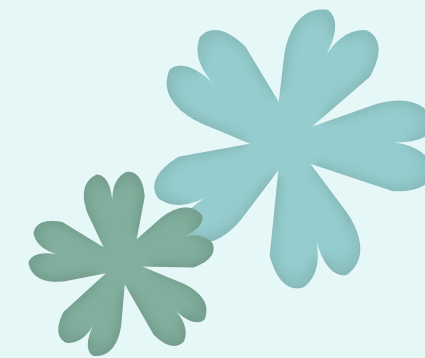
This can be comparatively left open for a longer time for wall drawings and retouching.



## Best End Results:

- 1 For new walls or repainting, use 1 coat of Fenomastic Primer, 2 coats of Stucco, 2 coats of semi-gloss Fenomastic Pure Colours Enamel (15% diluted) followed by 1 coat of Lady Effects Glaze.

To find our full range of colours or your perfect colour, visit your nearest Jotun Multicolor store.





# Change to **LUXURIOUS**

Using effects and textures is associated with royalty and luxury. It indicates sensuality, mystery and a depth of feeling.



**Lady Effects Stucco Antica**

Lady Effects Stucco Antica makes your interior stand out and feel unique. It gives your walls a beautiful marble effect which will have a luxurious feel to it.

A high quality product which is a waterborne paste that is coloured. The Lady Effects Stucco Antica comes in over 130 colours.



## Best End Results:

- 1** For repainting, directly apply 1-2 coats of Lady Effects Stucco Antica.
- 2** For new walls, use 1 coat of Fenomastic Primer, 2 coats of Stucco, 2 coats of Fenomastic Pure Colours Emulsion Matt (20% diluted), followed by 3-4 coats of Lady Effects Stucco Antica.

To find our full range of colours or your perfect colour, visit your nearest Jotun Multicolor store.

# Change to **ELEGANCE**

Bring in the beautiful pearl effects of uniqueness, vibrance, brilliance and illumination.



Lady Effects Pearl

Pure and elegant, just like our Lady Effects Pearl. Along with its lustrous finish and shimmering wall finish, it offers numerous solutions to your decor.

Make your home stand out and feel unique by using Lady Effects Pearl, available in numerous colours.



## Best End Results:

- 1 For new walls, use 1 coat of Fenomastic Primer, 2 coats of Stucco, 2 coats of Fenomastic Pure Colours Emulsion Matt (40% diluted), followed by 2 coats of Lady Effects Pearl.

To find our full range of colours or your perfect colour, visit your nearest Jotun Multicolor store.





# Change to **GLAMOROUS**

Gold symbolises wealth, prosperity, wisdom, good health, courage, confidence and willpower.



Lady Effects Metallic

Shimmer in the world of metallics by using our Lady Effects Metallic.

This high quality waterborne product is used as a topcoat on emulsion based paints or texture paints. It creates a glamorous effect in response to a light source and also creates an illusion of colour movement.



## Best End Results:

- 1 For new walls, use 1 coat of Fenomastic Primer, 2 coats of Stucco, 2 coats of Fenomastic Pure Colours Emulsion Matt (40% diluted), followed by 1-2 coats of Lady Effects Metallic.

To find our full range of colours or your perfect colour, visit your nearest Jotun Multicolor store.

# Colour AMBASSADORS



Jotun Paints, the leading paints manufacturer in the MENA (Middle East and North Africa) region, brings you a palette of colours created by a group of professionals, know as the 'Jotun Colour Ambassadors'.

These ambassadors are our colour and design experts. They get together once a year to examine the key trends and come up with an inspiring palette of beautiful colours as well as paint textures. Coming from backgrounds of design, art and architecture, from around the MENA region, these professionals draw on a variety of cultural sources and influences from history to technology, fine art to pop culture, nature to evolving human needs etc. Their insights, views and findings on trends are translated into colour palettes. They convert their influences into key colour trends for every year.

View our latest colour trends on  
[www.jotuncolourtrends.com](http://www.jotuncolourtrends.com)





# Product OVERVIEW



## Fenomastic Pure Colours Emulsion

(Matt, Silk, Semi-Gloss, Gloss)

- Long-lasting colours
- Low odour and washable
- Superior coverage



## Fenomastic Pure Colours Enamel

(Matt, Semi-Gloss, Gloss)

- Long-lasting colours
- Lead free and washable
- Superior coverage



## Fenomastic Hygiene

(Matt, Silk)

- Anti-bacterial and anti-fungal
- Crack bridging
- Superior coverage



## Fenomastic Stain Resistant

(Silk)

- Long-lasting colours
- Easy stain removal
- Superior coverage



## Lady Effects Glaze

- Creates special effects
- Long open time



## Lady Effects Stucco Antica

- Creates special effects
- Ideal for antique and marble finish



## Lady Effects Pearl

- Creates special effects
- Effects enhanced with light



## Lady Effects Metallic

- Creates special effects
- Colour movement

## Also from Jotun



## Woodshield Interior Varnish

- Fast drying
- Easy clean
- Low odour
- Available in clear finishes

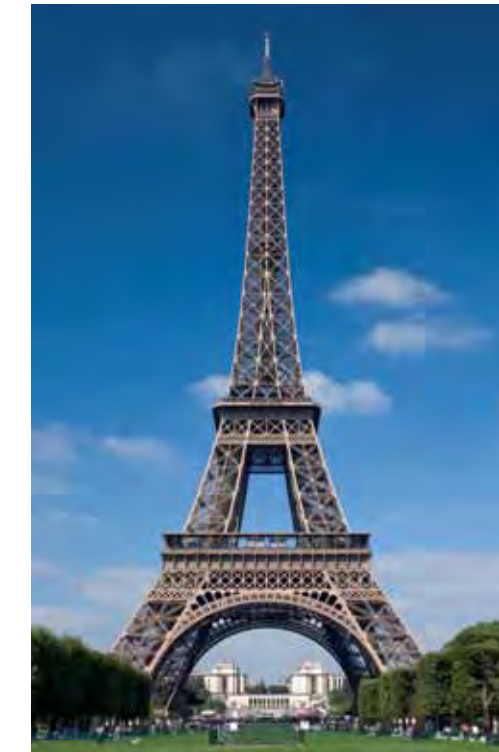


## Woodshield Interior Stain

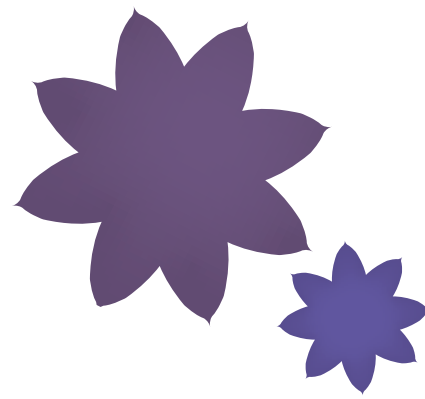
- Fast drying
- Easy clean
- Low odour
- Available in a wide range of colours

# Change to WORLD FAMOUS

Did you know that Jotun has painted many world famous landmarks?



# Colour ADVISOR



Choosing colours is as easy as 1-2-3. ColourAdvisor is an easy to use colour visualiser tool which lets you try different colours online.

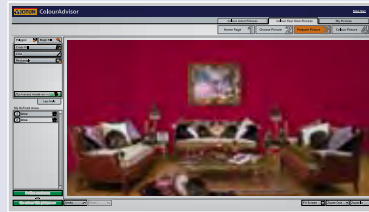
Choose colours by following the below simple steps:

## STEP 1



Take a picture of your home

## STEP 2



Upload it on  
[www.colouradvisor.com](http://www.colouradvisor.com)

## STEP 3



Try out different colours to find  
the perfect colour combination.

# Jotun GreenSteps



FOR A MORE  
COLOURFUL  
WORLD, WE'RE  
TAKING STEPS  
TO BE GREENER.



Jotun GreenSteps

At Jotun, we're committed to protecting our environment and making our company as green as we can. We're constantly striving for ways to reduce waste throughout the whole value chain. This is just one of our initiatives of the Jotun GreenSteps programme. We constantly make efforts in enforcing manufacturing procedures which lay emphasis on solid waste and energy reduction as well as recycling.



Reducing  
waste



Reducing  
VOC emissions



Reducing  
energy  
consumption



Reducing  
carbon  
footprint



Reducing  
hazardous  
material







No.1 in Paints

ALGERIA • BAHRAIN • EGYPT • INDIA • IRAN • JORDAN • KENYA • KSA • KUWAIT • LIBYA  
MOROCCO • OMAN • PAKISTAN • QATAR • SUDAN • SYRIA • TANZANIA • TURKEY • YEMEN

**REGIONAL OFFICE: JOTUN U.A.E. LTD. (L.L.C.) P.O. BOX 3671, AL QUOZ DUBAI, U.A.E.**  
**TEL: +971 4 3395000 / FAX: +971 4 3380666 / Email: [csd@jotundxb.ae](mailto:csd@jotundxb.ae)**

**[www.jotun.com/me](http://www.jotun.com/me)**