



# Wood Vibes

Industrial Wood Coatings

*Terra*



# Wood Vibes Terra





# We live coatings. We know color.

Axalta is a global manufacturer of coating systems and a leader in color and design trends for the wood industry. Our global team of color specialists and our expertise in advanced forecasting allows us to formulate the next generation of coating colors.

At Axalta, we believe color adds excitement, beauty, and personality to everything we do. Our passion for color is our daily motivation. Consider us your color experts.

Axalta Wood Vibes is a series of color collections focused on home decor trends. Our goal is to excite and inspire our clients through color and help them deliver the latest trends to the market.

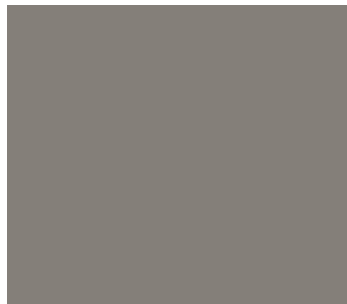
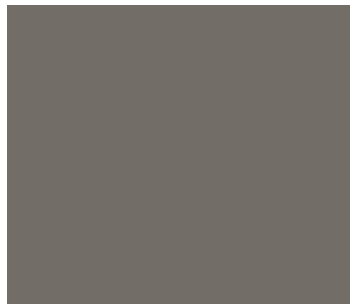
## Home Fashion - Color Trends 2019

Color is powerful and plays an integral role in our daily lives. Color influences our mood, feelings, and emotions.

Different colors create different vibes in a home by communicating a variety of feelings, behaviors, and characteristics. The colors in your home express your personality, whether it's calm, energetic, confident, joyful, or bold.

It comes as no surprise that earthy colors are popular in home decor. This year, we are seeing rich earthy colors consistent with four other trend predictions - natural wood, plants, stones, and gold. Natural materials and colors are increasing in popularity. Wood is one element that will dominate the composition of various environments. Wood provides an air of comfort and warmth and can be combined with various materials, styles, and textures.

Wood Vibes: Terra is inspired by elements of earth. The collection is composed of deep, rich, earthy colors, such as red, chocolate, blue, and gray, and you will find warmth in beiges, natural wood tones, and green hues. Bold earth tones will inspire you to bring more life to your home.



High contrast colors are very popular, and natural tones have a strong presence. Gray with beige tones are a bold trend for 2019. Cozy Greige is a modern, sophisticated color palette that works well with most other colors. Home design trends are shifting away from cool grays and toward warmer grays to complement earthy tones. The neutrality of gray and beige represent simplicity and fit effortlessly in any space. Gray has always been a popular choice, and the added warmth of greige creates a more welcoming environment. Cozy Greige is a great palette combination to contrast with earthy materials like wood, clay, marble and stone.

# Cozy Greige

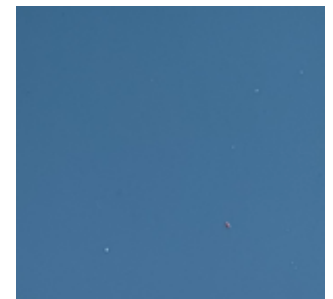


# Classic Blue



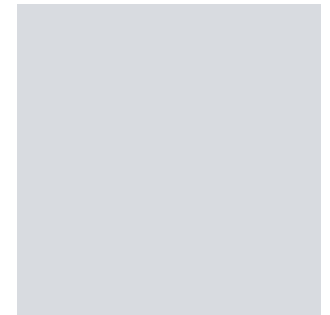


Blue remain a favorite. Classic Blue features a mid-tone blue that is warmer and softer than navy. This palette is crisp and fresh, especially in combination with other textures. This soft blue has a soothing gray tone that promotes a serene energy in your home. Soften the palette by adding blush accents to bring a sense of peace and comfort.





Pure Rose combines coral and plum with gray to create a playful combination to energize and brighten your space. Coral, the color of the year, is delicate and feminine. Incorporate plum to add contrast and elegance. These colors are fun, cheerful, and fanciful and create a charming, inviting space.





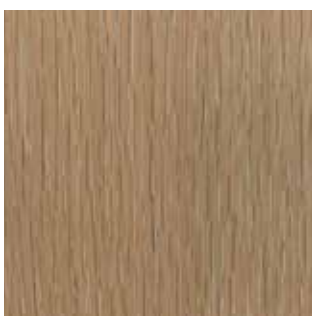


Pure Rose

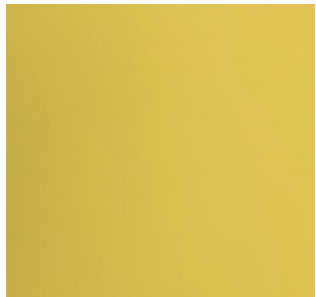


# Flame Red





Red represents passion, but organic red is bold and intense. Flame Red is a sophisticated, powerful palette, combining the softness of dark gray with the richness of red. Dark gray has been trending for years and it complements reds in combination with earthy tones and wood grains. Flame Red is mature, urbane and refined.



Gray will remain a key neutral, but warmer tones of brown are on the rise in 2019. Deep Cocoa is a palette combination that creates a pleasant and warm feeling. Hints of mustard yellow are the perfect complement to brighten up your space. This palette offers an elemental, nature-inspired vibe with a contemporary touch for homes.

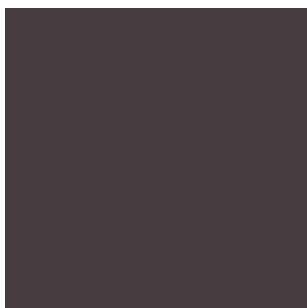
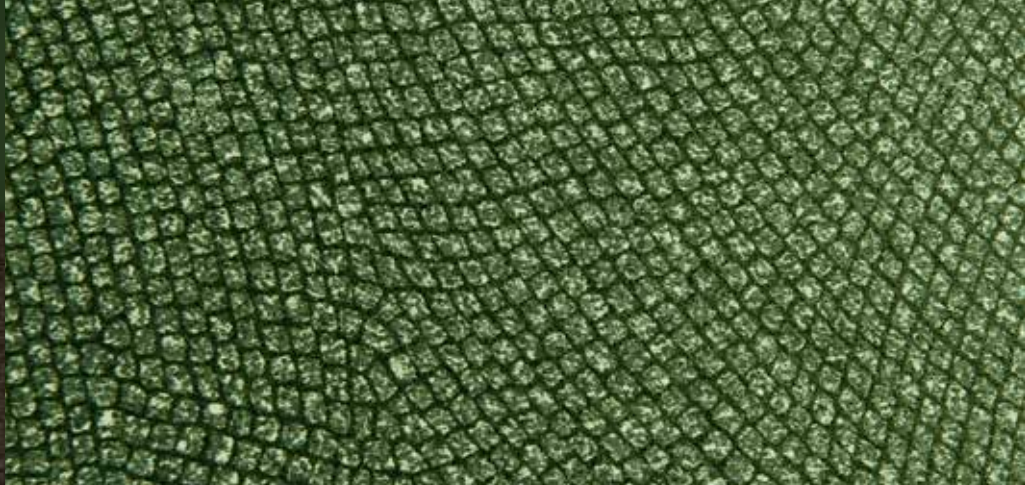


# Deep Cocoa



# Forest Green





Forest Green represents life, prosperity, and growth. These strong fundamental hues are relaxing, refreshing, and organic, making them a great match for natural elements and earthy colors. This year will be the year of plants. Plants are an easy way to bring nature into your home. Plants have the ability to transform any space, making it feel fresh and alive. When combined with wood, it brings a natural look to the environment appropriate for any season.



Navy Steel represents a deep and intense blue hue. This blue with a combination of other shades and textures can make your space feel elegant and refined. It's adaptable. It will look great on its own or against another color or texture. This collection highlights metals. The days of matching every single metallic surface in a room are gone. Mix and match metallic surfaces — brass with nickel or gold with bronze. Metal accents have become more popular and will continue to rise.





Navy Steel

# Midnight Sky





Black is making a comeback in 2019. Black accents are a great contrast in any space. The Midnight Sky palette provides a feeling of privacy and protection and is calming and elegant. It's dark and distinctive. The combination of black and wood is perfect for any environment.

## About Axalta

Since the 19th century, Axalta has developed, manufactured, and provided liquid and powder coatings to diverse industries. From light vehicles, commercial vehicles, and refinish applications to electric motors, building components, pipelines, kitchen cabinetry, furniture and appliances, our coatings are designed to protect, increase productivity, and add beauty.

Around the world, our customers rely not only on the market-leading technology within our products, but also on the expertise of our dedicated sales and customer service organizations. Built for Performance, we are committed to understanding our customers' emerging needs so that we can continue to provide them with innovative, colorful, and sustainable solutions.



**For more information, please  
contact Axalta at:**

**1 800 788 4907**  
**[axaltawoodinfo@axalta.com](mailto:axaltawoodinfo@axalta.com)**

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