

GLOBAL ADVANCED COLOURS 2019

Kansai Paint Co., Ltd. forecasts global colour trends for the auto market and publishes to our auto industry customers around the world a selection of "advanced colours" we develop based on those forecasts.

Based on the latest trends and consumer preferences in various countries that we gather and analyze through our proprietary global network, we forecast "an era when you can live self-centeredly" as a key trend and named our colour concept for this year "Self-centric." We developed colours for automobiles based on this theme, which is well-suited to an era when people can live self-centeredly.



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Self-centric

Make it possible to live in self-centric.

"Self-centric" means "self-centeredly." Technological advances are bringing about greater and greater progress toward comfortable, convenient living. Those technological advances not only achieve previously impossible things, they also make it possible for us to live more self-centeredly.

We propose a selection of colours based on three themes coming into view in this era: "micronization," "time travel" and "natural".

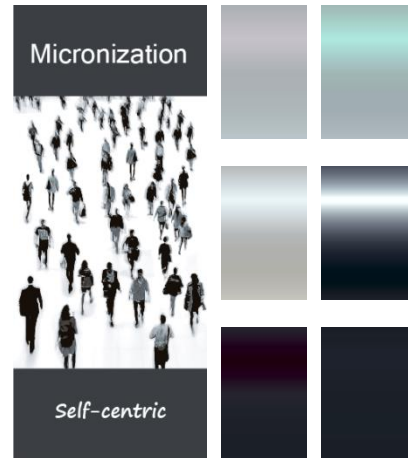
Feature 1

New colours added to AIRIOUS and ICELAY

For Kansai Paint's Airious, multilayer-process designs, and its Icelay, thermal insulation technology for the dark colour range, we have lined up new colours in the white-pearl and brown ranges, respectively. Both ranges are popular in international auto markets.

NEW AIRIOUS

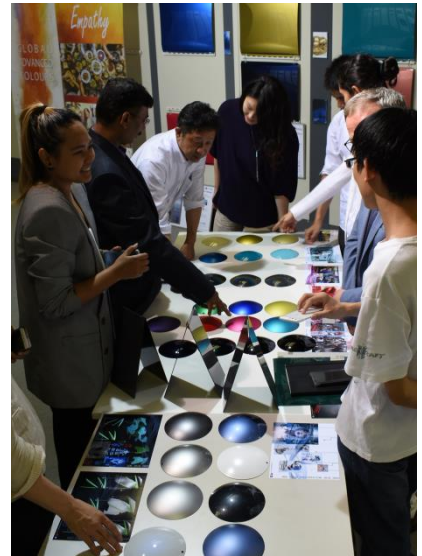
NEW ICELAY



Feature 2

Deciding on global trend colours

We held a global colour trend meeting attended by people in charge of colour development in various countries. Together we settled on universal colour concepts and global trend colours.



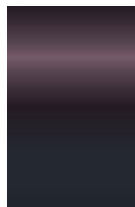
GLOBAL TREND COLOURS 2019



VITAMIN C



METEORIC BLUE



AURA BROWN



HOMEY BEIGE



ECCENTRIC BLUE



NOBLE LADY

Feature 3

Developing paint colours using measuring design

To develop our advanced colours, we make agile use of colour based on our colour concept and the latest paint colour development techniques, in a way only a paint manufacturer could.

We also use measuring-type techniques to develop colours, employing various countries' colour preferences, analysis of our colour database and a simulation that visualizes colours through shapes.

