



RE-BLUED



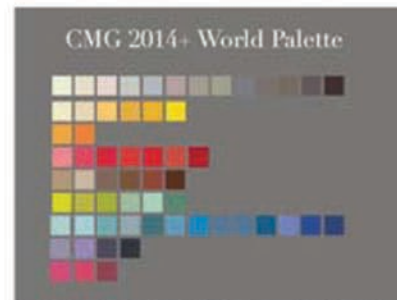
During its annual international conference held a few weeks ago in Miami, FL, the Color Marketing Group (CMG, www.colormarketing.org) released **RE-BLUED** as the color of the year 2013. <http://tinyurl.com/d3xuope>.

The CMG is predicting that blue "*will dominate the color movement for a number of years*" to come. According to the CMG, several factors are driving the rise of blue, these include global environmental issues related to water resources, mineral blue pigment mines becoming scarce and therefore affecting the price of these pigments, and the desire for using and accepting synthetic blues as cost effective alternative pigments that provide cleaner and less complex blue hues.

The **CMG 2014+ World Palette** includes 13 hues and shades of blue. This is somehow a natural direction from the 9 hues of purple forecasted for 2013. The purples will slowly move towards cleaner blues with less red tones. The **CMG Next 2014+ North American Color Palette**, which is the annual color forecast for North America, includes 5 blues.

As a color, blue is defined as secure, tranquil and peaceful; however, it can also create feelings of sadness and aloofness. Phrases such as '*having the blues*', '*blue moon*', '*blue Monday*', and '*blue blood*', are used to indicate melancholic states of mind. Blue is a very popular color as it is usually related to the sky and seas.

To support TIGER customers in being the first to launch products in shades of blue that will be trending in the near future, this issue of Color Buzz is dedicated to blue colors matching the trends for 2013 and 2014+.



Courtesy of the Color Marketing Group



2013 BLUE

TIGER Drylac® product ID 49/41601

2013 BLUE-LIX

TIGER Drylac® product ID 49/95403

The marketing and lab teams at TIGER worked closely last week to develop 2 versions inspired by and matched to **RE-BLUED**, **2013 BLUE** and **2013 BLUE-LIX**. Freshly-developed, these 2 colors are not available in stock at this moment; however, a sample panel can be pre-ordered for examination and consideration. **2013**

BLUE (product ID 49/41601) is a solid clean blue and can be used individually or in conjunction with other colors across a wide variety of indoor or outdoor applications. **2013 BLUE-LIX** (product ID 49/95403) is a 2nd generation bonded metallic version of it. The metallic surface provides a sublime subdued starry effect (this finish is not shown here due to difficulties preserving its look and feel when digitalized). Juxtaposed, these 2 colors (solid and 2nd generation bonded metallic) create an impression of deep serenity with a trendy allure.

RAL 5018*

TIGER Drylac® product ID 49/41140 (also product ID 38/40020)

RAL 5021

TIGER Drylac® product ID 49/41190 (also product ID 38/40021)



ISTANBLUE is another blue color forecasted by the CMG for 2014+. The CMG narrative for this color underlines its *"mysterious, deep ocean tone leaning towards an emerald teal"*. It is described as having *"exotic undertones"* and reminiscent of *"unexplored territories of earth and space"* spawning a *"fascination for deeper unknown blues and blue greens"*. Within TIGER's product portfolio, 2 stock products have been identified as close matches to **ISTANBLUE**; **RAL 5018** (product ID 49/41140) and **RAL 5021** (product ID 49/41190). These 2 colors are also available in polyester super durable versions, Series 38.



RAL 5000

TIGER Drylac® product ID 49/42200

LAZULI BLUE is an infusion of *"culture with positive, yet realistic, interest in life and the future"*, according to the CMG narration. It is a color that exhumes *"energy, intrigue and complexity"*. It *"updates the historical and uproots the status quo with irresistible optimism"*. It is *"new"* and *"pairable with a myriad of supporting color families and beloved neutrals"*. Within TIGER's product portfolio, **RAL 5000** (product ID 49/42200) has been

identified as a close match to LAZULI BLUE.
Underlying notes of indigo and red add a touch of
royalty and elegance to this color.

Series 49 is a polyester TGIC weather resistant powder coating for interior and exterior applications. Series 38 is a polyester TGIC super durable AAMA 2604-compliant powder coating for architectural applications.

Due to digital reproduction, discrepancies between the colors displayed and the actual powder coating should be expected. For an accurate color and finish assessment, it is recommended to obtain a powder coated sample panel.

To request a sample panel of RAL 5018, RAL 5021 and RAL 5000 contact a TIGER Drylac Regional Sales Manager or Customer Service | [email](#) or call 800 243 8148

To pre-order a sample panel of
2013 BLUE (product ID 49/41601) and/or 2013 BLUE-LIX (product ID 49/95403)
contact TIGER Drylac Marketing Department | [email](#) or call 866 898 4437 ext. 4033

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