



COLOUR ROAD JOURNEY 19/20 | ACAI BERRY SUPERMATT



Rely on it.

# ACAI BERRY SUPERMATT

A sense of healthiness, a self-assured attitude, and a strong connection to nature are the attributes that create a special aura around Acai Berry Supermatt. These berries are considered by many to be a super-food, and Acai Berry Supermatt is now poised as a super-color. The subtle blue connotes a sense of calm and wellness; it is a color of ease.

The Berry Supermatt is a persevering blue that is forward thinking and becomes a modern blue for the design landscape that easily transitions varied aesthetics, environments, and lifestyle. Blue has the ability to make friends in design and the easy-going attitude, along with the matte finish of Acai Berry Supermatt is ideal for conveying a sense of itself with no matter what it is combined.

In residential interiors it adds well-being to each room in the home, fine on its own, but a perfect balance with other hues. Acai Berry Supermatt translates to active spaces such as dining rooms, and kitchens, with its ability to cool warmer colors, and act as partner with like hues. In bedrooms or bathrooms, it creates a more tranquil mood that still lifts the spirit, adds a healthy note, but does it in a considered way.

Considered is an important attribute for commercial design, as well, as Acai Berry Supermatt adds dimension when used with neutral colors. It adds depth without adding weight, adds a touch of nature without being too obvious, and can stand with its own strength as an exclusive background.

Inspired by one of nature's important foods, Acai Berry Supermatt goes from super-berry, to super color to embellish the world with a sense of ease, suggestion of health, and familiar comfort.

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