

COLOUR
ROAD | 21
22

Follow the
signs of
trends
and colours



Rely on it.



IN TOUCH WITH FACADE COLOURS

The energy flow of being touched, shown affection and closeness, nourishes us humans. Touches lower our cortisol levels and therefore our stress levels. Touches therefore calm us down and give us a feeling of security. In human development, touch experiences are tremendously important in order to experience the limits of one's own body and one's own identity. The need for touch varies according to cultural background and may also be individually different. Our sense of touch helps us to grasp our world. It comprises a wide range of receptors that are distributed on and in our skin. They allow us to constantly feel touch, pressure, tension and temperature and pass this information on to our central nervous system.

In view of the unplanned global field trial, in which billions of people are currently experiencing isolation and social distancing, the design of the environment must take the deeply human need to be touched into account. We have responded to the desire for contact during this time with the themes of Colour Road 2021/22: The first theme "ELEMENTS" is about structures from nature with their blue and green impulses. The neutral trend world "FUNDAMENTAL" shows us surfaces that are connected to the material itself. The third theme "STATEMENT" with its skin, brown and red tones enriches us by creating surface experiences.

Let yourself be touched by the new Colour Road 2021/22!

Elements

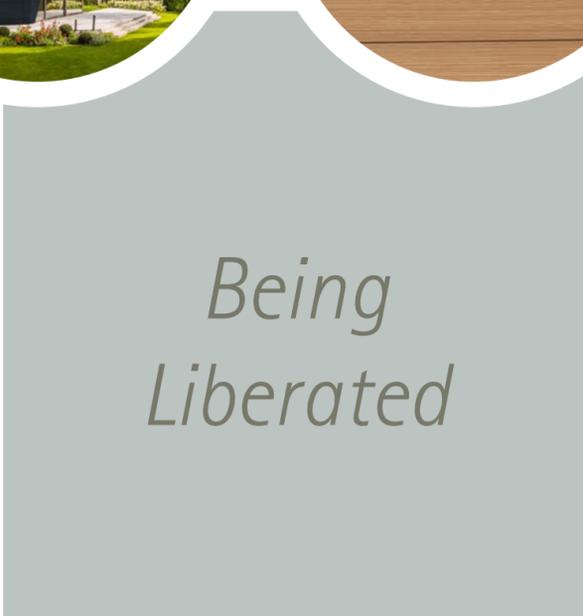
Colours create spaces inhabited by emotion. They draw us in, awakening memories and internal states. At a time when we find ourselves retreating into our private sphere, we are all trying to find ways to see this not as a loss, but as an opportunity to intensify our emotional experiences. The first of our trends is ELEMENTS. Its name alone instantly conjures up an endless horizon, a world full of sensory discovery with astounding breadth but also a fresh vitality. It envelops and carries us, on the wind, in running water and out on the open sea, heightening an awareness of natural elements that has been deeply ingrained in our DNA for thousands of years.



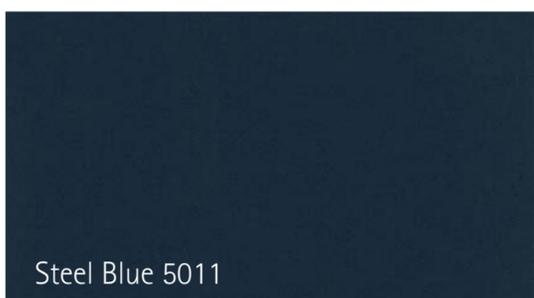
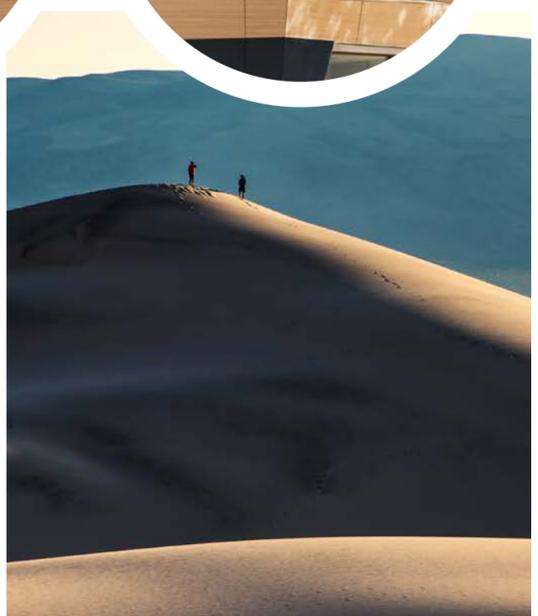
Jakarta Teak



Brilliant Blue 5007



*Being
Liberated*



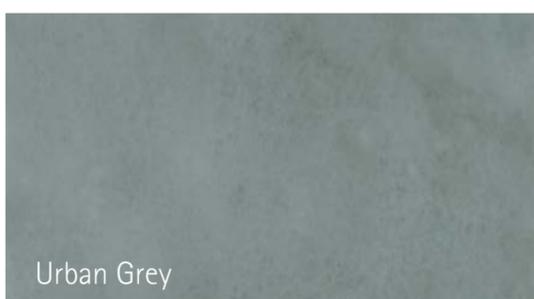
Steel Blue 5011



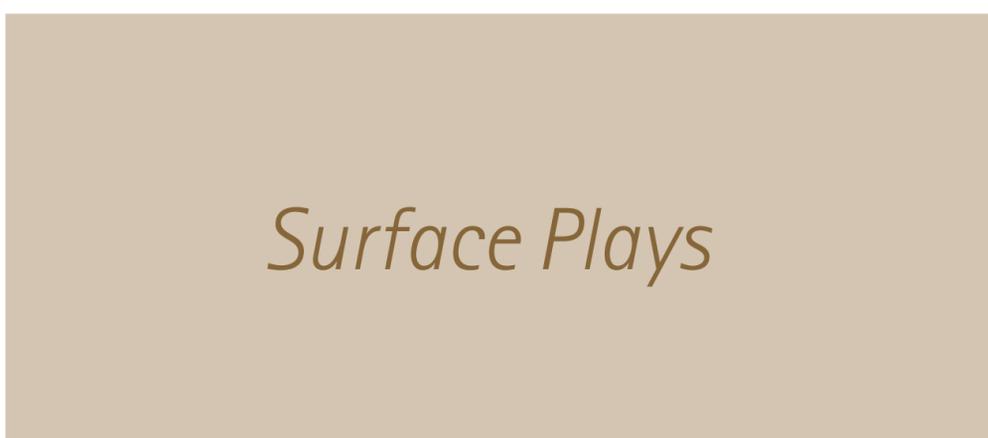
Mountain Pine



Natural Forces



Urban Grey



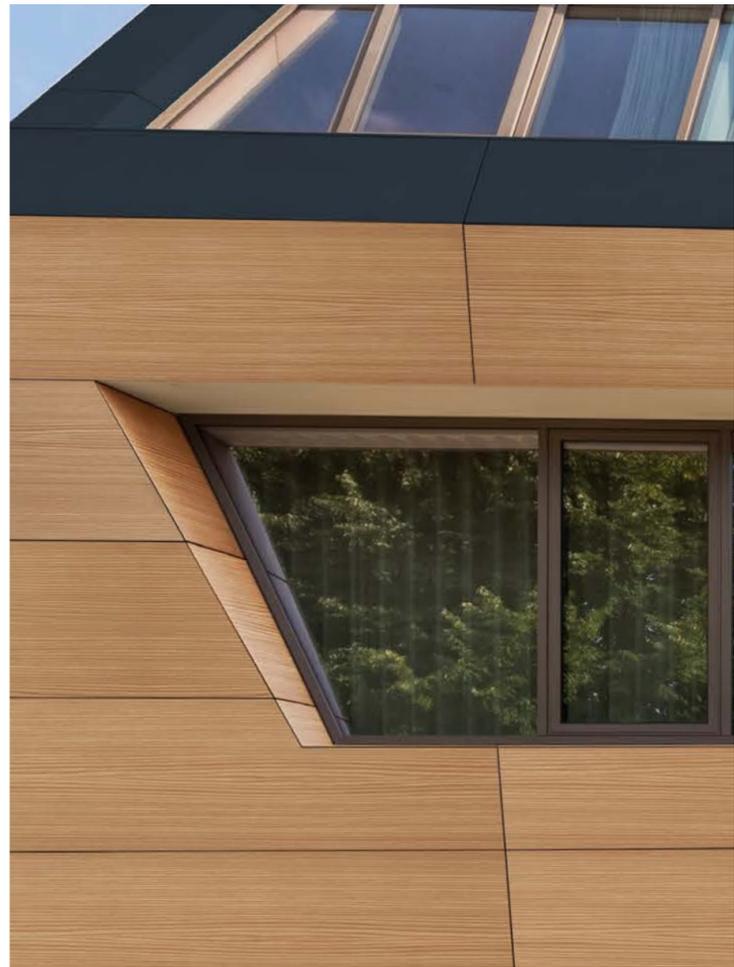
Surface Plays





*A natural and vibrant look:
facades for the senses*

The elements: we are surrounded by them on a daily basis, they calm and inspire us. Looking at the sky or at the water allows us to breathe again, it stimulates our senses. At the same time, the earth gives us the feeling of coming home. The new colours from **RENOLIT REFACE** also express this dynamic: Jakarta Teak, Mountain Pine, Brilliant Blue, Steel Blue and Urban Grey give a natural and vibrant look to every facade. The appeal is in the synergy of opposites. Thus, Mountain Pine has a warm, natural radiance, the organic lines of the grain soothe the eye. Deep Steel Blue, on the other hand, transports us mentally to distant horizons, evoking associations with the immensity of the sea. The creative combination of colours and décors produces an original, sensuous environment.



Fundamental

Our planet is some five billion years old. Silicate minerals, such as the group of feldspars, make up more than half of all the minerals on the earth's surface. One notable property of feldspars is their ability to break readily along flat faces. Sometimes, this creates a layered structure that is visible in the material itself – as is the case with shale, for example. According to scientific theory, the weathering of feldspar gradually turns it into clay – and, given enough time, it even finds its way into the soil. The discovery of fertile soil and the harnessing of its properties is the foundation of our very civilisation.



Resistance

Certainty



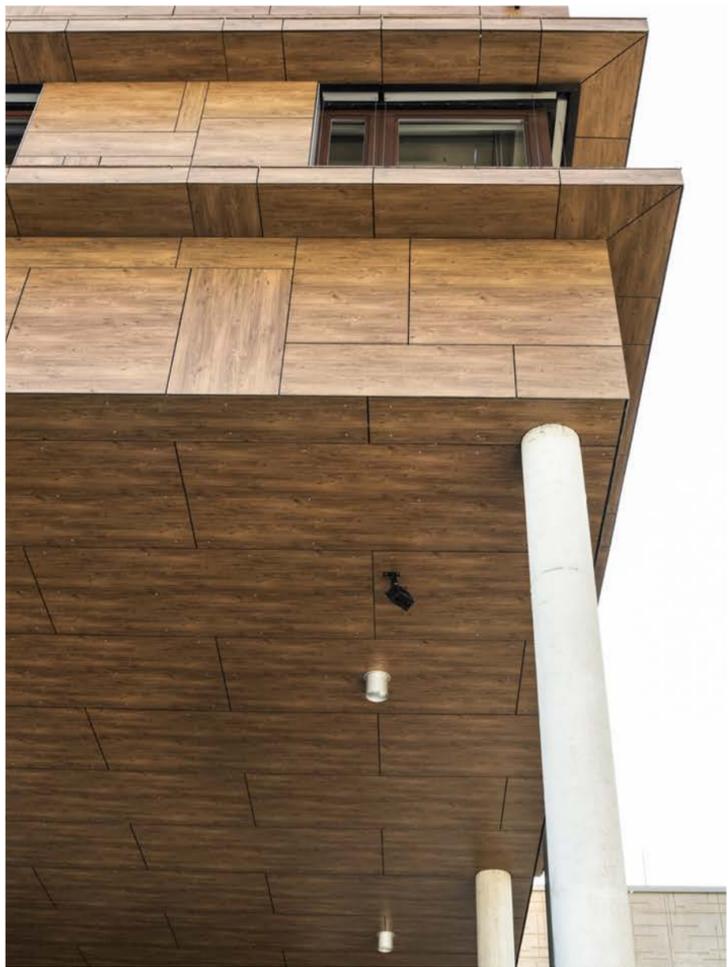
Urban Beige

Country Oak

Pure White 9010

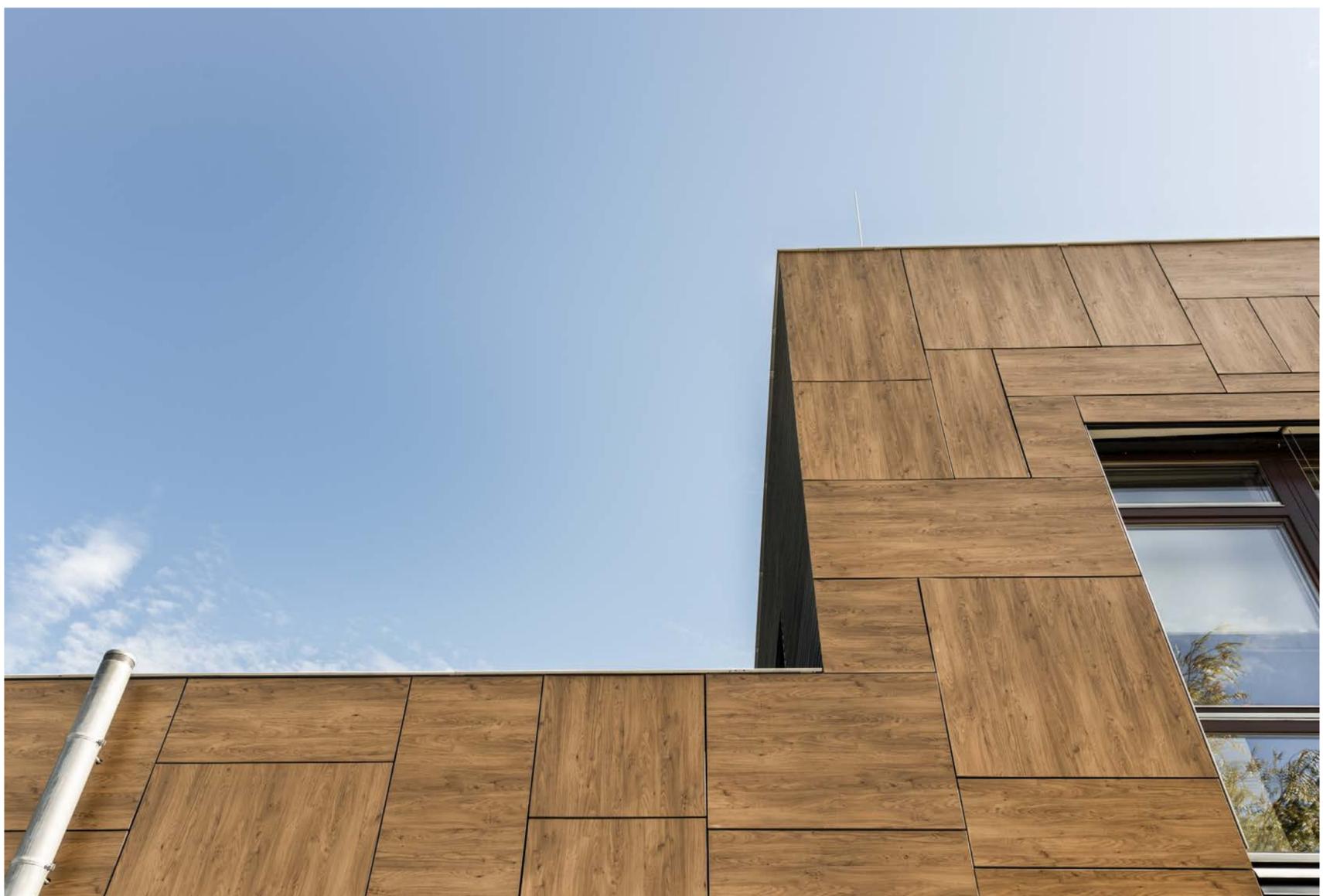
Tactile Experience

Slate Grey 7015



Striking surfaces that ground us

The ground is the foundation on which something can develop. It conveys a sense of security and well-being. It is the place to which we can always return. The texture of untreated structures grounds us, centres us – by touching the trunk of a tree or turning a stone over in our hands, for example. The RENOLIT REFACE facades in Urban Beige, Country Oak, Pure White and Slate Grey radiate a great sense of familiarity and reliability. This also extends to whoever is looking at these facades. A Country Oak facade conveys resilience and stability. If the décor is arranged in a mix of horizontal and vertical surfaces, it creates a completely new, vibrant design. It represents an urban base: somewhere from which we can venture forth yet always return to the perfect refuge.



Statement

"Everything you want is already within you" – these words were first spoken by Angelus Silesius, a poet and philosopher of the Baroque era. It's fair to say that they remain as relevant and poignant now as they were then. The human body is one of nature's greatest masterpieces, its ingenious design enables it to act as our constant guide in connecting with our inner selves. Every single square centimetre of our skin contains up to 235 sensory cells that respond to heat or pressure, providing us with an unbroken stream of information about ourselves and our environment. Various touch receptors on our fingertips transform the stimulus into information. This is sent to the brain as the sensation of touch, where it is linked with our memories.



Sensitivity



Convictions

Country Oak Brown

Urban Bronze

Urban Anthracite

Brown Red 3011

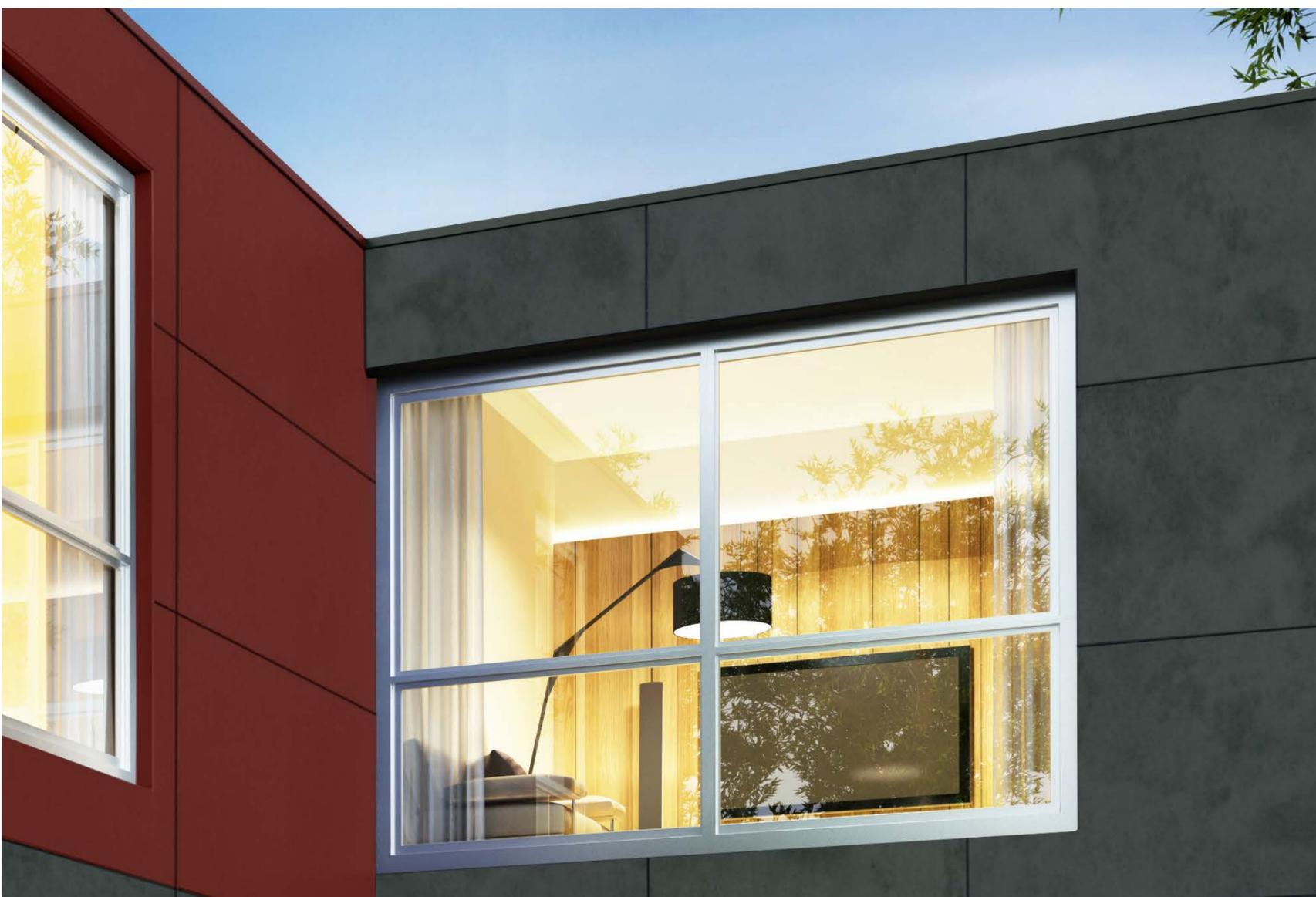
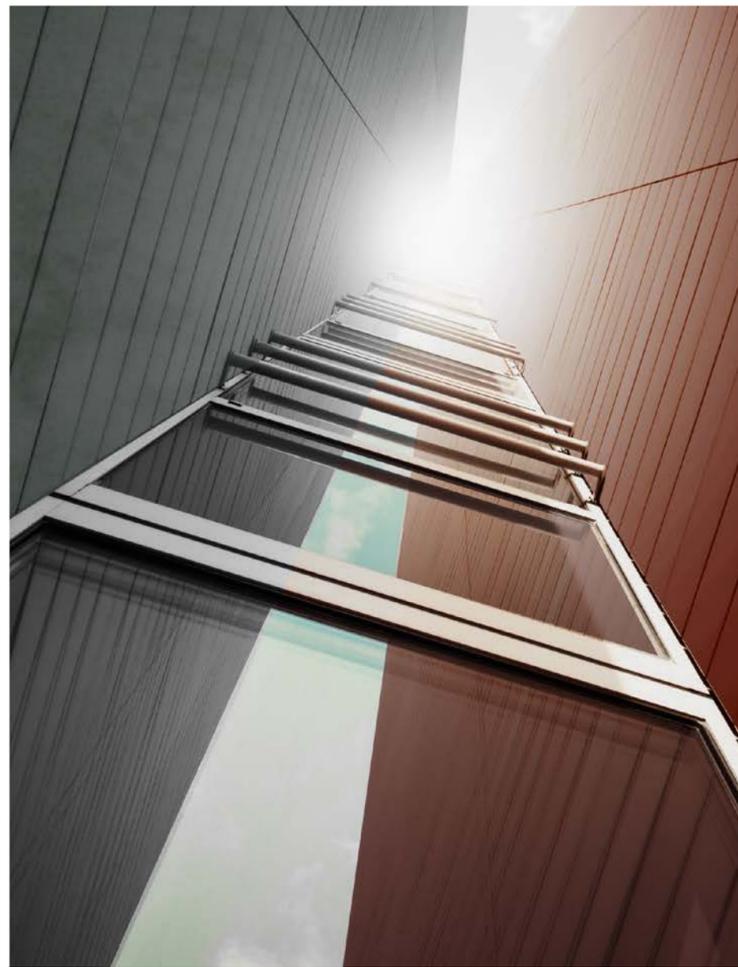
Being Touched





Individual buildings that make an impression

Making a statement means expressing oneself. In fashion, it means drawing attention to a whole outfit through one striking detail. Manifesting individuality without swimming in the mainstream. Attracting the gaze of others, holding it, even enjoying it. This is also how the **RENOLIT REFACE** facades in Country Oak Brown, Urban Bronze, Urban Anthracite or Brown Red are to be interpreted: they make a statement about a building – a pause, an eye-catcher. Not flashy, but rather charming and refined. The combination of Urban Anthracite and Brown Red is a true statement: the grey embodies depth and character, the red tone expresses personality and self-confidence. Such facades make us curious and raise the question: who is hiding behind them?



Everything is possible – with RENOLIT REFACE

Refining a building by visually renovating its facade. That is the idea behind the RENOLIT REFACE facade foil. Property owners benefit from it threefold: They save themselves a costly complete renovation of the facade, are pleased about the long-term value retention and the attractive exterior of their property.

With RENOLIT REFACE, buildings are given an appealing makeover, and the refurbished facade retains its optics much longer. With the innovative self-adhesive multi-layer film from RENOLIT, you can freshen up the building envelope quickly, at high value, cost-effectively and permanently. Like a second skin, the weather-resistant film covers facades or facade elements made of metal and HPL and gives them new splendor. Furthermore, the operation is not affected. This means that there are no disturbances or interruptions to the use of the building and no inconveniences such as odors or spray mist.

By the way: RENOLIT REFACE also scores in terms of sustainability. Homeowners not only save themselves the repeated painting of the facade - as no complete renovation, no dismantling and thus no metal panels need to be disposed of and no new ones manufactured.

The Advantages of our Facade Film at a Glance



Versatile



Easy to clean



Functional



Economical



Easy to apply



UV- and weathering resistant



Sustainable

Film Structure Colour/Decor

