

PRESS RELEASE  
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FOR IMMEDIATE RELEASE

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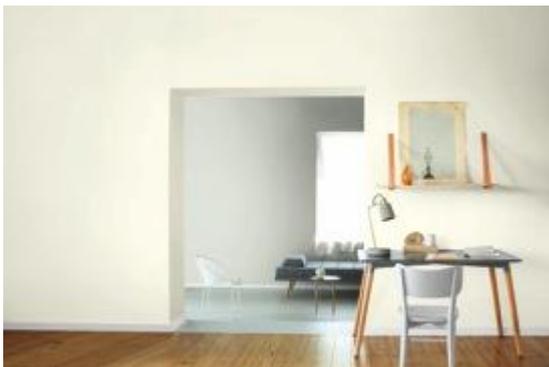
## DISCOVER THE FUTURE OF COLOUR WITH PLASCON AT DECOREX JOBURG

Colour is not just a part of life. It *is* life. It's how we express ourselves, it influences our mood and it helps us to understand our world. As South Africa's largest paint manufacturer, Plascon not only has an expert understanding of our relationship with colour but also how to make it easy and inspiring to use, no matter what the space. It's about combining the science behind innovative paint with the evocative power of colour, all grounded by a deep understanding of South African culture, style and environment.

Every year, Plascon publishes an overview of the latest colour trends in its Colour Forecast. This exciting publication gives customers and professionals insight into the trends at play, while at the same time making it easy to interpret them in their own spaces. The Forecast has its annual debut at Decorex Joburg. As the country's top décor and design exhibition, it's the perfect platform for a dose of colour inspiration.

"We launched our first Forecast in 1999 and it's been an important annual project for Plascon ever since," says Anne Roselt, Plascon's Global Colour Manager and the driving force behind the Forecast. "This year we're proud to continue our partnership with Colour Hive, the experts behind *MIX* magazine and global thought leaders in the world of design and interiors," she continues.

Roselt explains that the combination of Colour Hive's global knowledge and Plascon's local insight gives the brand an incredibly valuable perspective to share with the South African market. "It's about finding the elements of global trends that are appealing to local customers, as well as interpreting what's happening overseas appropriately for this market," she says.



*Colour inspiration from the Plascon Colour Forecast 2017, courtesy of Plascon*

The Colour Forecast for 2017 follows a similar format to previous years, with trends curated around four key themes. These each have a carefully considered colour palette that captures the spirit of the trend, and a suggestion on the décor treatments to bring it to life. Without giving too much away, Roselt explains that this year's themes are influenced by the attraction we feel for both the digital and natural worlds. This seemingly contradictory pair is very much a metaphor for who we are as people at the moment, Roselt adds, and that's why we're seeing it in colour in so many ways.

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“Our inspiration came from the world we feel under our feet and the worlds we create in our minds,” Roselt continues. She explains that we’re seeing a more minimal approach to interiors: “Not that everything is clean and white. It’s just that the use of colour is more pure and single-minded.”

“As one of the co-headline sponsors of the show, Plascon recognises Decorex’s importance on the local design calendar – that’s why we continue to use it as the space to launch the Colour Forecast for the coming year,” says Roselt. She explains that the exhibition theme for this year – ‘Take it home. Make it home’ – is particularly appropriate given Plascon’s aim of empowering people to interpret colour trends in their own homes. “It’s always exciting to launch the new Forecast,” she says. “And this is the perfect place to do it.”

Be sure to get your Plascon 2017 Colour Forecast brochure at the Plascon stand in the Link area at Decorex Joburg.

### **Decorex Joburg details:**

#### **Public Access**

Decorex Joburg: 5 – 9 August 2016

5 August

Time: 1pm to 6pm

6-9 August

Time: 10am – 6pm

Ticket prices: R110 for adults; R90 for pensioners and students; R80 for trade; R20 for kids under 12

Venue: Gallagher Convention Centre

#### **Trade Access**

Trade-only preview morning: 5 August 10am-1pm

Trade focused day: 5 August

To register as trade or to find out more about the trade programme visit

[www.decorex.co.za](http://www.decorex.co.za)

For more information, e-mail [decorexsa@ThebeReed.co.za](mailto:decorexsa@ThebeReed.co.za)

Visit: [www.decorex.co.za](http://www.decorex.co.za) Facebook: Decorex SA Twitter: @decorexSA

Decorex Joburg forms part of the Decorex SA portfolio and is owned by the Thebe Reed Exhibitions.

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### About Reed Exhibitions

Reed Exhibitions is the world's leading events organiser, with over 500 events in 43 countries. In 2014 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 41 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

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