

KANSAI PAINT GROUP

G L O B A L

T R E N D

C O L O U R S

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The Kansai Paint Group's paint colour proposals for the mobility market have been reborn as "global trend colours."

We will continue to develop attractive paint colours with an eye to the future of the world market by further strengthening the global unity of the Kansai Paint Group based on concepts that capture the changing times, and paint colour proposals from our unique perspective as a paint manufacturer, which we have maintained for more than 30 years.

Mobility design is also undergoing a period of change in tandem with movements in society as a whole, including the development of sustainable products and lifestyles of the future. Therefore, we will introduce attractive colours adapted to these changes.

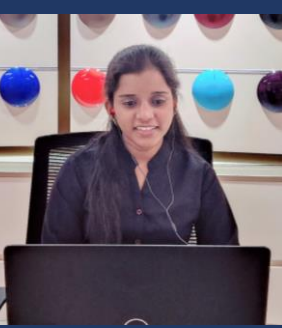
Please see the movie for more information on our concept.

[Click here to watch the movie](#)



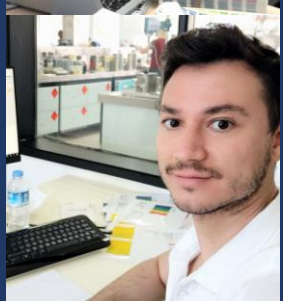
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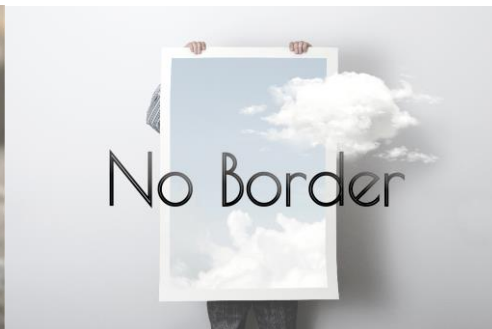


GLOBAL COLOUR TREND MEETING

Every year, colour experts from the Kansai Paint Group get together from countries in Asia and Europe to select a globally unified concept and trend colours for the future of mobility. This year, we decided upon the concept of "Into the symmetry", deriving from three keywords*¹ that indicate market trends, and selected six trend colours.*²



*1 Three key words to indicate global market trends



Kansai paint group's GLOBAL CONCEPT

INTO THE SYMMETRY

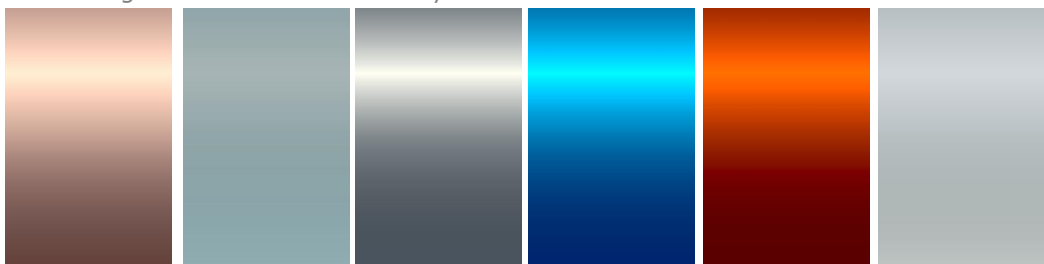
Evolution of society and people, for a more beautiful and comfortable balance (symmetry) in the world

Into the symmetry

The balance of power that has long distorted our society, environmental destruction that has reached a point of no return, and a pandemic that has brought rapid change to our world... In order to overcome these challenges, people are evolving in amazing ways, sometimes adapting with the help of technology and at other times wielding free thinking as a weapon, all the while keeping the basics in mind.

In this way, we have set "Into the symmetry" as our global concept for this fiscal year, in recognition of the various evolutions that are underway intended to achieve a more beautiful and comfortable balance (symmetry) in the world by adapting flexibly to the extreme changes in our lifestyles. Inspired by the evolutions of people, we have created a beautiful balance of light colours and textures for the mobility of the near future as our latest six global trend colours. We hope you enjoy them.

*2 Key colours designed for the future mobility



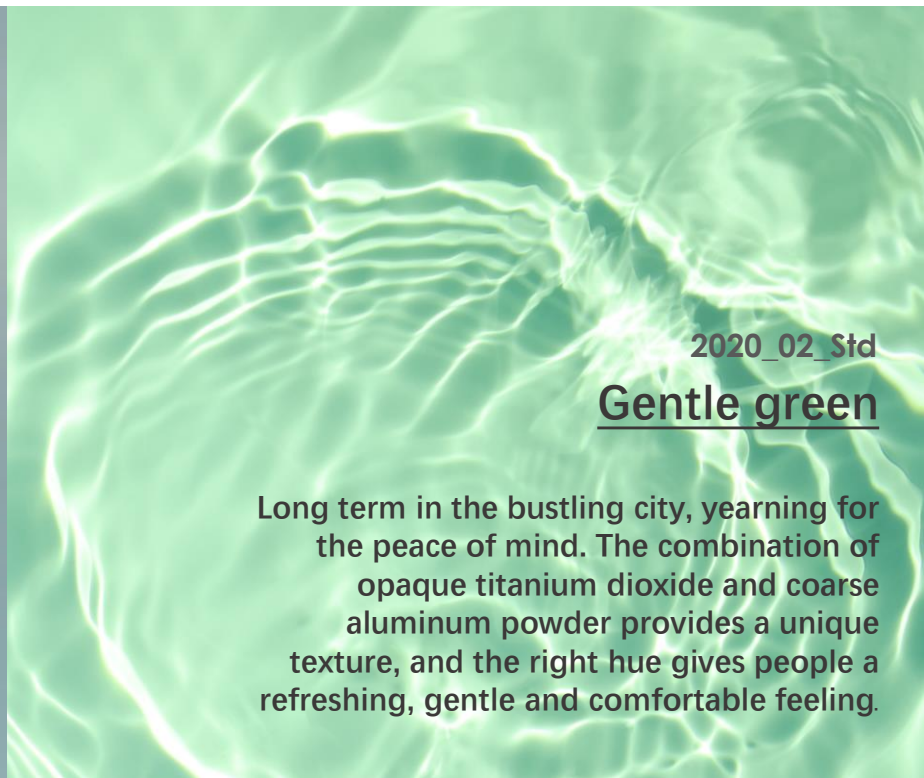
INTO THE SYMMETRY



2020_01_Std

Cloaked copper

The copper is going to gain a momentum as it is a slow evolution of the current browns trending. The copper due to its anti-bacterial properties will be considered more on accessories and interiors hence reflecting later on to the automotive sector



2020_02_Std

Gentle green

Long term in the bustling city, yearning for the peace of mind. The combination of opaque titanium dioxide and coarse aluminum powder provides a unique texture, and the right hue gives people a refreshing, gentle and comfortable feeling.

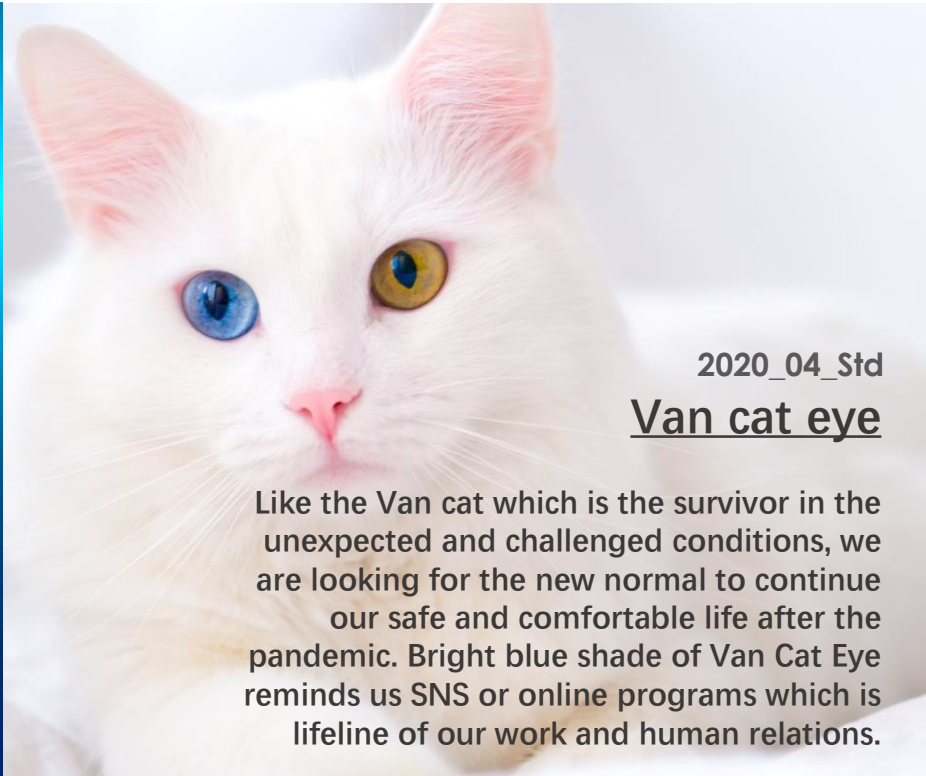
INTO THE SYMMETRY



2020_03_Std

Silver moon grey

Silver moon grey is a silverish grey color with a smooth finish. It has a bluish tone at the bottom angle but with slight yellow sparkle under light which resembles the moonlight.



2020_04_Std


Van cat eye

Like the Van cat which is the survivor in the unexpected and challenged conditions, we are looking for the new normal to continue our safe and comfortable life after the pandemic. Bright blue shade of Van Cat Eye reminds us SNS or online programs which is lifeline of our work and human relations.

INTO THE SYMMETRY

2020_05_Std


Pacific orange



Variety shades of orange has growing popularity these years. We focus on creating orange shade with less striking image offering the experience of modestly being stand out. Pacific orange has smooth color transition from orange to warm solid dark red when it's seen from different angle. It has smooth texture to represent healing and calming ambiance that we mostly need during this difficult times.

2020_06_Std

Living silky white



Living silky white is an elegant shade with a warm and smooth texture. The sparkling highlight of fine pearlescent pigment gives a soft and smooth feeling and the beautiful reflection resembles high quality silk. This shade is perfect for curved designs and can be used to enhance the grace of stylish car bodies.