Fabulous paint colors that bring your home to life...

FEATURING:
• COLOR OF THE YEAR
• COLOR TRENDS
• PRODUCT RANGES

www.wallsinfashion.com
With the Davies Color Factory Machine – the first and only fully computerized paint mixing service in the Philippines.

It’s a state-of-the-art one stop shop that offers, in a push of a button, any color you want, instantly and accurately.

Choose from over 7,000 ready to mix colors using our NOVA and MOODSCAPE color software. Or select from our extensive range of INTERNATIONAL COLOR STANDARDS e.g. Pantone from the USA, RAL from Germany, BRITISH STANDARD from the UK and NCS from Scandinavia.

Find out more in store or online at www.daviespaints.com.ph/color.php

WALLS IN FASHION
COLOR OF THE YEAR
Introducing Citrine – a fizzy citrus yellow – like fresh lemon with a hint of lime.

Wear this fresh and fun color on your walls and experience a positive vibe. It represents a mood of optimism and hope – like the precious yellow crystal which inspired us.

Our Citrine is infused with a slight green tint to give it a new edge, yet it is still relaxing and refreshing.

It combines organic softness with techno style to reflect the modern balance between natural simplicity and advanced technology.

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TREND COLORS
COLORS ARE CLEANER, MORE UPLIFTING AND INSPIRE US WITH OPTIMISM.

Yellow is the key color area – think fun and fizzy with sunshine warmth. The new yellows look fabulous with either smoky aubergine and lavender or graphic brights.

Reds are juicy, warm and reassuring; whilst Oranges shift to stimulating coral and natural warm tones.

Greens go bold with blue accents of teal and emerald, whilst Blues brighten with peacock and turquoise.

Violets glow with the deep richness of berries or soften like vintage lavender.

Warm Neutrals move towards smooth mocha taupes; whilst Cool Neutrals get light and airy as pale blue softens grays.

FIND YOUR PERFECT COLOR...

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The inspiration for decorating this room was a new handbag, although it could also come from a magazine, a TV programme or holiday travel. We believe your décor reflects your personality just as much as your new sweater does. The difference with paint is that you live with your new décor for quite a few years! So it can be helpful to consider how you want to feel or what mood you want to create for your room.

Warm colors help create a relaxing and comfortable mood – perfect for living rooms, bedrooms and bathrooms. Combining colors together can lighten or lift the effect. Coral and orange add strength to warm neutrals; whilst aubergine adds a touch of drama to yellow and green tones.

Here are some suggested color combinations, yet feel free to try out your own ideas.
Consider cool colors when you want to create a restful space or are looking for a more active and energetic room dynamic.

Here we took a pair of teal high heels as the dramatic starting point for a clean and cool décor scheme. Yet these colors are easy on the eye, in an elegant combination of pale blue and cool lavender.

For more great ideas and inspirational color combinations visit www.wallsinfashion.com
STAY CLEAN

PREMIUM WASHABLE
PAINT FOR INTERIOR
WALLS AND CEILINGS

Davies Stay Clean with advanced new StainLess
Technology Surface Protector means stains just
won’t stick to your walls. This built-in stain repellent
resists everyday stains and spills such as coffee, ink,
soy sauce, food splatters and even crayon. Now, you
can simply wipe your walls clean - effortlessly.

Apply Stay Clean where your walls need extra
protection from the daily assault of family life.
It is ideal for living rooms, dining rooms, kitchens,
children’s bedrooms and halls.

Stay Clean helps keep your walls looking good for
longer and more importantly, the low odour and low
VOC formula means it is better for both indoor air
quality and our environment.

Available in White Sheen Finish which can be
tinted in the color of your choice from the
Davies Color Factory color palette.

STAINS DON’T STICK!

MEGACRYL

100% PURE ACRYLIC
PAINT FOR INTERIORS & EXTERIORS

Megacryl is a great all around paint, which is easy to
apply, covers well and provides a smooth even finish.
Formulated for use on interior and exterior masonry,
wood and metal. It resists dirt, stains, alkali, water,
humidity, algae, mold and mildew growth and is highly
durable. It is 100% acrylic, water-based, quick-drying,
easy to clean up and environmentally friendly.

Aside from Flat, Semi-gloss and Gloss finish in white,
Megacryl is also available in 74 exciting Semi-gloss
colors and more than 7,000 beautiful colors using
DAVIES Color Factory.

DURABLE COLOR, EVERYWHERE.

MEGACRYL TREND COLORS 2011

Coral Harvest
MCS-5104

Lime Lily
MCS-4104

Evening Haze
MCS-2101

Dusty White
MCS-0116

Natural Timber
MCS-9102

Red Passion
MCS-1106

For more great ideas visit www.wallsinfashion.com
Since all color references are affected by age, light, heat and printing process, the color references on this card may vary slightly in color or finish from the actual paint in the container.
BIO-FRESH
SAFER & GREENER
ODOUR-LESS AND ANTI-BACTERIAL PAINT FOR INTERIOR WALLS AND CEILINGS

Davies Bio-Fresh is a 100% acrylic, water-based, odour-less and anti-bacterial Soft Sheen Finish paint for interior walls and ceilings. Its ultra-low VOC level emits fewer pollutants into the air and it has no unpleasant smell, unlike ordinary paints.

The special anti-bacterial and anti-fungal formulation of Davies Bio-Fresh helps inhibit the growth of disease-causing bacteria and makes it an ideal paint for use in bedrooms, hospitals, hotel rooms, classrooms, offices and restaurants – with minimal down time.

BIO-FRESH TREND COLORS

Twilight
BF-50050
Yellow Lark
BF-50045
Blue World
BF-50037
Lush Garden
BF-50037
Tangerine Fuzz
BF-50056
The Color Purple
BF-50015

For more great ideas visit www.wallsinfashion.com
GLOSS-IT QUICK DRY ENAMEL

Davies Gloss-it is an all-purpose synthetic enamel paint ideal for all types of wood and metal surfaces. It has high-gloss, good color retention and outstanding durability. It dries fast without adversely affecting the film flow and ease of application. Gloss-it can be applied to both Decorative and Protective surfaces.

GLOSS-IT COLORS

Whisper Beige DV-4494
Whisper Yellow DV-4445
Whisper Pink DV-4452
Whisper Green DV-4456
Whisper Blue DV-4423
White DV-430

Silver Gray DV-4630
Cream DV-4644
Whisper Peach DV-4452
Nile Green DV-4450
Sky Blue DV-4642
Silver Aluminum DV-4670

Analux Brown DV-4685
Ivory DV-4621
Orange DV-4676
Crystal Green DV-4439
Crystal Blue DV-4439
Light Gray DV-4664

Maple DV-4690
Lemon Yellow DV-4661
Red Orange DV-4651
Jade Green DV-4656
Azure Blue DV-4630
Medium Gray DV-4631

Chocolate Brown DV-4692
Caterpillar Yellow DV-4665
Bright Red DV-4670
Dark Green DV-4651
Daffodil DV-4647
Dark Gray DV-4665

Dark Chocolate Brown DV-4680
Maroon DV-4673
International Red DV-4671
Emerald Green DV-4658
Royal Blue DV-4640
Black DV-4660

AQUA GLOSS-IT QUICK DRY, LOW ODOUR ENAMEL

Davies Aqua Gloss-it is an acrylic water-based High Gloss Enamel which is low odour, pleasant to use and safer for homes, families and the environment. It is easy to apply and provides a smooth even finish on both interior and exterior wood and metal. The low odour formula means rooms can be used sooner. Wash brushes and rollers in water for faster clean-up time. Aqua Gloss-it White is non-yellowing.

AQUA GLOSS-IT COLORS

Sarcoline AG-903
Citrine AG-402
Greige AG-003
Light Topaz AG-003
Xenith AG-493
Magic Green AG-302

Brown Bear AG-901
Wheaten AG-403
Suede AG-001
Tickled Pink AG-101
Baby Blue AG-102
Greenhorn AG-303

BrownSugar AG-905
High Yellow AG-404
Orange Flame AG-501
Rose Quartz AG-102
House of Blues AG-203
Sage AG-504

Simply Brown AG-904
Yellow Ribbon AG-405
Cardinal AG-104
Roseus AG-103
Blue Friend AG-204
Verdure AG-501

Sable AG-400
Saffron AG-406
Red Carpet AG-105
Rich Lavender AG-201
Blue Zeus AG-105
Go Green AG-305
ROOFSHIELD

ALL WEATHER ACRYLIC ROOF PAINT

Davies Roofshield is a 100% acrylic gloss roof paint designed to keep roofs and masonry walls looking good for a longer time.

It has excellent resistance to ultraviolet rays and resists chalking, cracking and color fading. It has superb gloss and color stability, good hiding power and creates a highly flexible film. It dries fast, is environmentally friendly, easy to apply and easy to clean up with water.

Suitable for use on galvanized iron sheets, asbestos, bricks, concrete, hollow blocks and stucco.

ROOFSHIELD COLORS

SUN & RAIN TOTAL PROTECTION

Davies Sun & Rain Self-Priming Elastomeric Paint is a 100% acrylic waterproof coating for exterior concrete surfaces. It cures to form an elastic, flexible, seamless coating which adheres well to clean and well-prepared surfaces. It provides excellent weatherability protection against UV rays, resists water and atmospheric moisture and helps prevent peeling and cracking. It also covers hairline cracks and keeps them covered over time.

SUN & RAIN TREND COLORS

Angel Blush
Smiley Yellow
Happy Red

Crystal
Aquamarine
Mud O’Re

Sahara Beige
Inca Gold
Brick Red
Cathay Red
Casa Blue
Ivy Green

Russet Brown
Colonial Red
Spanish Red
Light Spanish Red
Delft Blue
Baguio Green

Stone Slate
Coastlight
Terra Cotta
Orange Clay
Azure Blue
White

Angel Blush
Smiley Yellow
Happy Red

Crystal
Aquamarine
Mud O’Re

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FUSION

SUPERIOR EXTERIOR PROTECTION FROM A UNIQUE FUSION FORMULA

Davies Fusion® uses CLT3 advanced 100% Acrylic UV Cross-Linking Technology in a unique formula which combines the flexibility to bridge hairline cracks with dirt and stain resistance. The result is superior protection for any building.

This 100% acrylic, low odour, low VOC environmentally-friendly formula provides a tough and durable finish that won’t crack or peel. It is impervious to moisture, has triple action resistance to mold, mildew and algae, to airborne stains and dirt, and to chalk and alkali build up. It is weatherproof and waterproof, has maximum UV resistance and provides UV protection against color fading.

LIQUID-TILE

SPECIALTY FINISH WITH TILE-LIKE DURABILITY AND ELEGANCE

Davies Liquid Tile is a fast drying specialty coating formulated with the most advanced solvent-based acrylic technology. It is highly durable and especially suitable for coastal or polluted areas with its excellent anti-fungus properties and alkali resistance.

It is suitable for all exterior and interior concrete, wood and metal surfaces.

Davies Liquid Tile is available in more than 7,000 beautiful colors using the Davies Color Factory - the first and only fully computerized paint mixing system in the Philippines. It’s a state-of-the-art one stop shop that offers in a push of a button, any color you want instantly and accurately.

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ELASTOGEL

LONGER LASTING PROTECTION FROM AN ELASTOMERIC PAINT

Davies ElastoGel® is designed to expand and contract to cover hairline cracks and keep them covered.

This water-based, 100% Acrylic Elastomeric Wall Coating combines UV and Ambient Cross-Linking Technology (CLT3) with Plasticized Polymer Technology (PP-Tech) to provide superior elasticity and durability properties compared to ordinary elastomeric paints.

Davies ElastoGel® is tough, firm, breathable, waterproof and resistant to UV, water, mold, mildew and algae, airborne stains and dirt.
HIGH PERFORMANCE FLOOR COATINGS

POWERFLOOR

Davies Powerfloor is a high-solids, heavy duty epoxy floor coating designed to protect interior concrete floors. It forms a tough, smooth, glossy finish with excellent resistance to abrasion, impact and spillage of solvent, oil, petrol and dilute acidic and alkaline solutions. Suitable for Warehouses, Laboratories, Offices, Stockrooms, Showrooms, Restaurants and more.

ACREEX

Davies Acreex is a modified chlorinated rubber-based coating formulated to protect and add beauty to floors. The semi-gloss finish has outstanding exterior durability and superior waterproofing properties with good alkali, chemical and abrasion resistance. Suitable for interior and exterior concrete floors such as Basketball Courts, Tennis Courts, Parking Lots, Playgrounds, Badminton Courts and more.

KERAMIFLOOR

Davies Keramifloor is a two-pack, air drying, chemically-cured coating system designed to protect floors in aggressive, polluted environments. The glossy finish adds aesthetic value alongside superb product features such as resistance to mechanical, chemical and water penetration, protection against carbonation and outstanding weather stability. Suitable for industrial plants, warehouses and other commercial buildings.

THE COLOR FACTORY

BRINGING COLOR INTO YOUR HOME...

Color expresses your personality, style or mood throughout your home, room by room. Color touches emotions and brings décor to life.

Experiment with the romance of pink in the bedroom or the cool calming hues of blue in the bathroom. Try the warmth of orange in the living room or bring a smile with sunshine yellow in the kitchen. Subtle shades of violet create a restful space for the home office whilst green brings memories of a summer garden indoors.

Davies can help you find the perfect color

DAVIES Color Factory is the first and only fully computerized color mixing service in the Philippines. Its stations offer a choice of over 7,000 colors. These colors come from various European color standards or references such as British Standard (BS) of the UK, Natural Color System (NCS) of Europe, international color standards like RAL Colors of Germany and Nova Colors of Scandinavia, among others. With a state-of-the-art fully computerized color mixing system, Davies Color Factory brings colors to life instantly.

Davies iColor Gallery is a handy software provided by Davies Paints Philippines, Inc. It helps you mix, match and visualize the color you want to use, before even buying a single can of paint. It comes in CD format and can also be downloaded from the website at www.daviespaints.com.ph

Davies iColor Gallery has a user-friendly interface which makes designing with color both fun and practical. It is preloaded with interior and exterior shots of houses where you can paint a wall using the color palette of your choice. It also makes color coordination easy by suggesting complementary colors that blend with your chosen paint color. Davies iColor Gallery has a must-use special feature where you can upload your own pictures and visualize color combinations on your own projects.

Bring your ideas to life and download Davies iColor Gallery now!

Find out more in store or online at www.daviespaints.com.ph/color
CUSTOMER CARE HOTLINE:
(02) 570 7000
www.daviespaints.com.ph

DAVIES PAINTS ENVIRONMENTAL PERFORMANCE IS
ISO 14001:2004 CERTIFIED

FOR WORLD CLASS PRODUCTS