

**BOYSEN®**



**COLOR  
TREND**  
2019

## Endeavors for A World in Transition

The shifting landscapes in our sociocultural, economic and political worlds are getting more intense. The middle ground seems to fade as we are pushed to know ourselves better and to make a stand.

**Endeavors** is the leitmotif of Color Trend 2019. There are four color palettes, six colors for each palette, with the themes ENGAGE, ENABLE, ENLIGHTEN and ENCHANT.

## Endeavors for a People in Flux

The colors this year are vivid, rich and dramatic to reflect a world that demands clarity of human intention. Neutrality is becoming untenable ground. Polarization may be inevitable but we all have to find a way to honor and celebrate our diversity.

Whether the endeavor is to go outwards in relationship with others or inwards in self-reflection, it is our destiny to keep moving and growing. And there lies the beauty of the human experience.

### ENGAGE



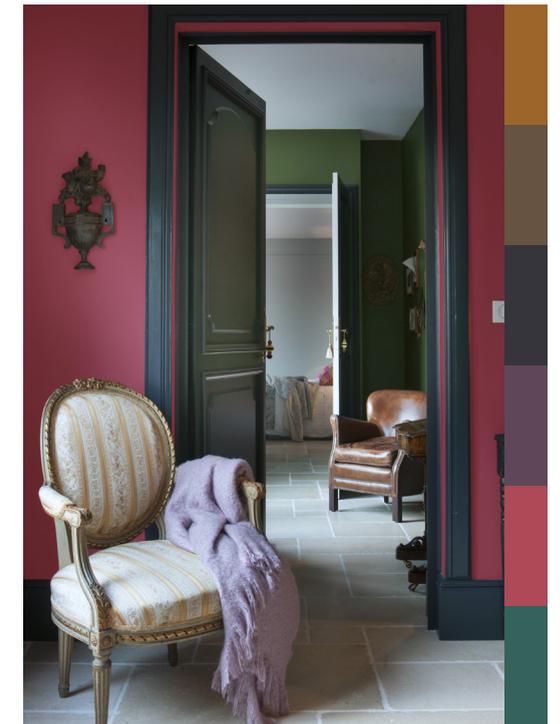
### ENABLE



### ENLIGHTEN



### ENCHANT



# ENGAGE



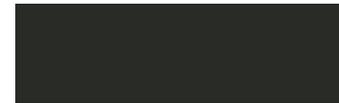
Our digital presence is important but our physical presence is even more so. Let us seek people of like minds and let us pool our energies. It is in a collective that we can bring about positive changes much faster.



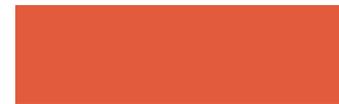
## REVEAL YOUR COLORS



BCT19-7725S Red Thunder  
\*For interior application only, needs CP70 red primer



BCT19-7906S Back in Black



BCT19-7726S Sunset March  
\*For interior application only, needs CP60 yellow primer



BCT19-7610S Liberty Bloc  
\*For interior application only, needs CP60 yellow primer



BCT19-7422S Earnest Envoy



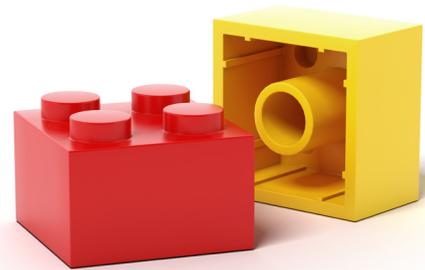
BCT19-7807S Common Ground



# ENGAGE

## SHOW YOURSELF

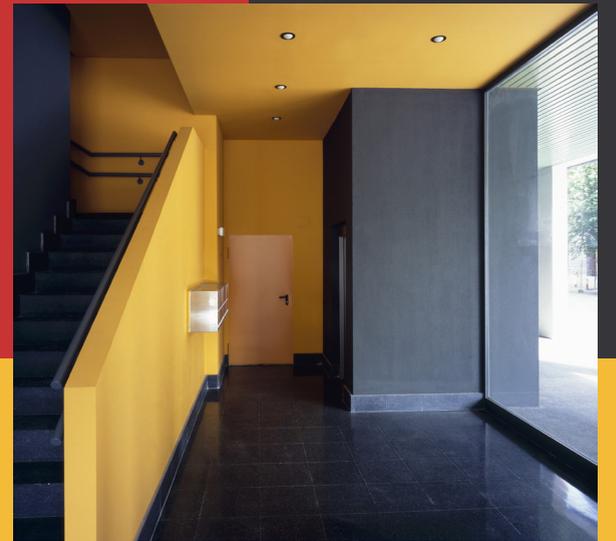
There are no light neutrals in this palette. The hues are strong, powerful and passionate. In living spaces, these colors create an unmistakable statement of who we are. No one can avoid the potent impact this palette makes. Each of us has this latent power but it can only be seen if we dare to show ourselves.



# ENGAGE

## KEEP MOVING

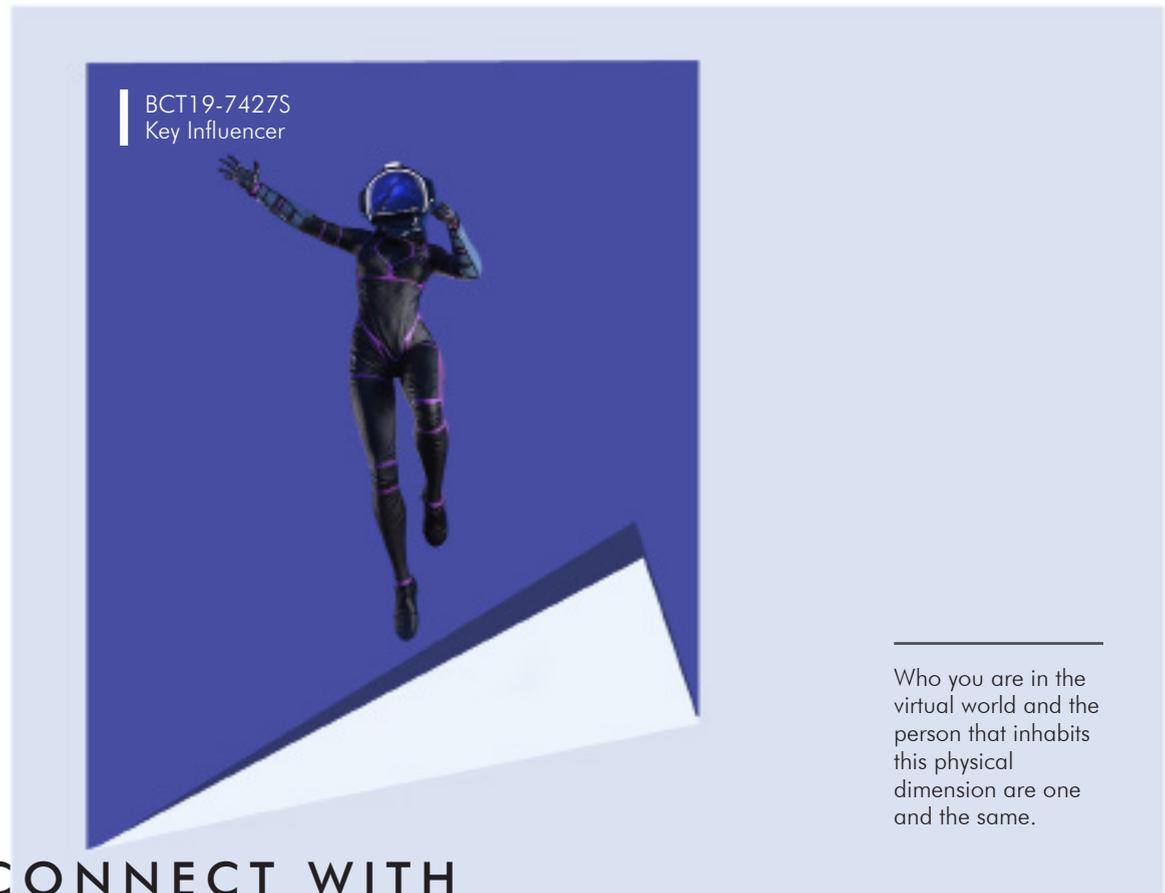
Movement for its sake prevents stagnation.  
Movement + Wisdom can bring about a significant transformation.  
Let us move forward together to build a world that respects our humanity.



# ENABLE



Let technology work in service of man. Let us use innovations to provide transparency in our communication with each other. When that lucidity is underpinned by respect and compassion, we can achieve true understanding for each other's perspective.



BCT19-7427S  
Key Influencer

Who you are in the virtual world and the person that inhabits this physical dimension are one and the same.

## CONNECT WITH SOUL



BCT19-7425S Fresh Queue



BCT19-7426S Crystal Gems

BCT19-7612S Truth Be Told



BCT19-7613S Emoji Master  
\*For interior application only, needs CP60 yellow primer



BCT19-7427S Key Influencer



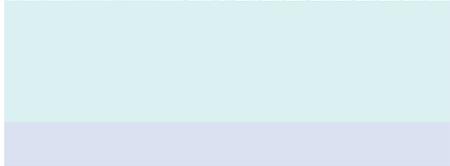
BCT19-7728S Pink Pixel  
\*For interior application only, needs CP70 red primer



BCT19-7807S  
Common Ground

# ENABLE BE A DYNAMO

This palette combines brilliantly lit neutrals with high chroma colors, reminiscent of hues that we find in the virtual world. The dynamics of the colors can shift the vibration of a room to a higher energy level. It's that kind of heightened energy and consciousness that are needed to effect positive change in the world.



BCT19-7426S  
Crystal Gems

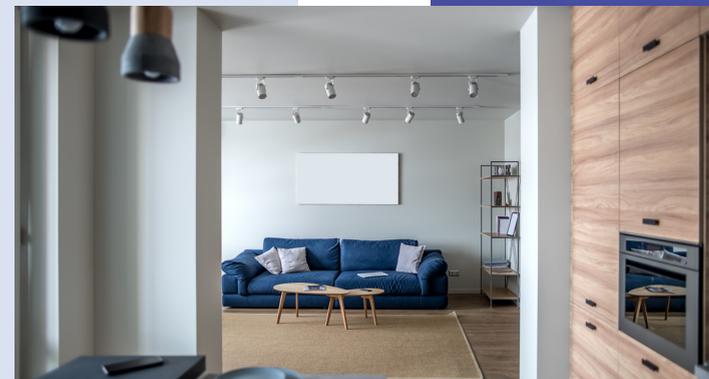
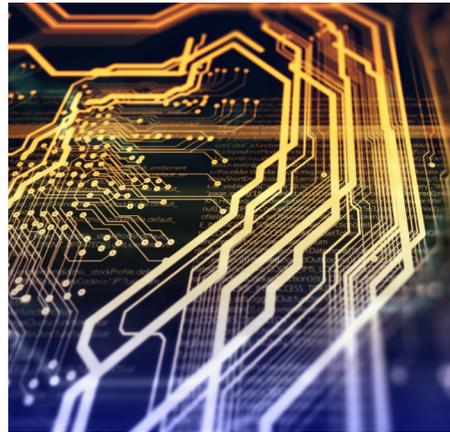


BCT19-7425S  
Fresh Queue

# ENABLE

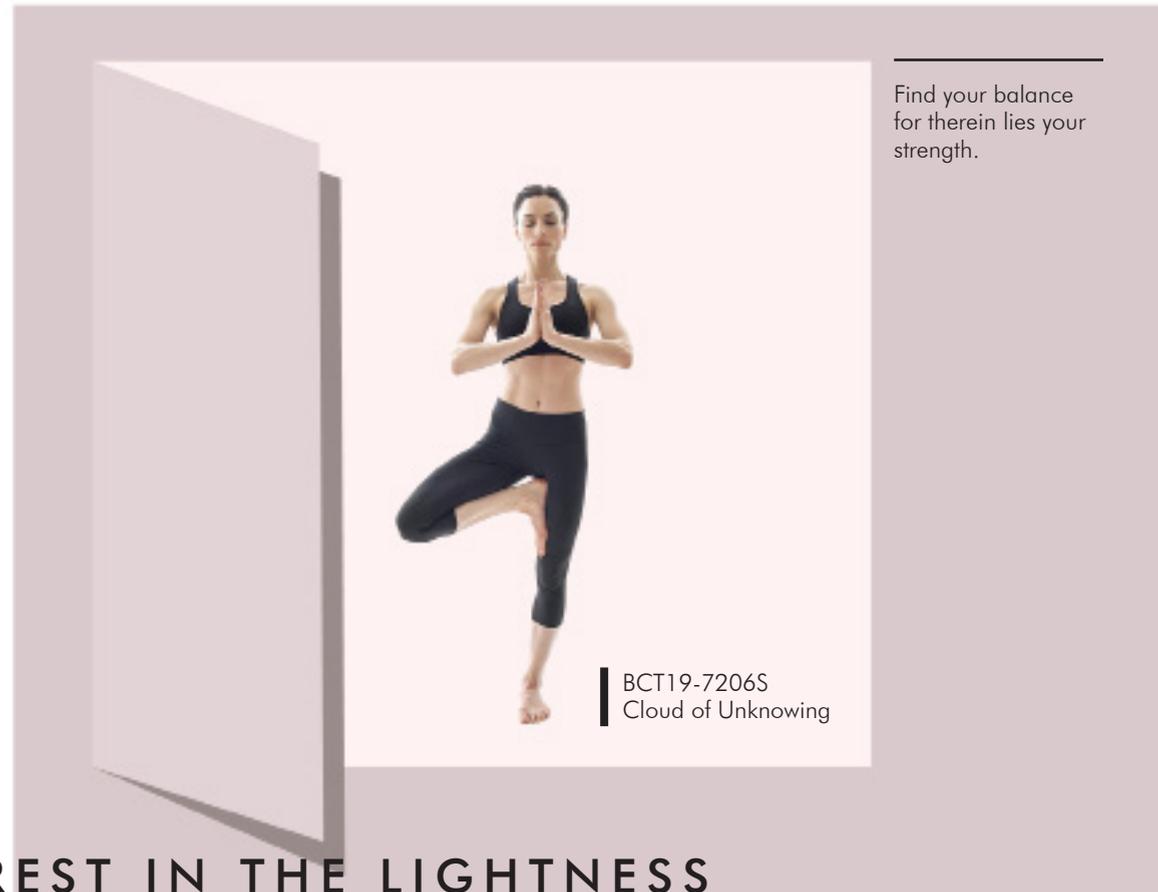
## FIND POWER IN COLLABORATION

Technology and social enterprise are intersecting in today's world. Collaborations are created with the aim of uplifting communities. The complex combination of the colors in this palette emits an energy similar to the impetus required to solve contemporary conundrums.



# ENLIGHTEN

The essence of this endeavor is to connect with ourselves — mind, body and spirit. The light and lambent colors of this palette belie the will and discipline needed to find out who we are and what we stand for.



Find your balance  
for therein lies your  
strength.

BCT19-7206S  
Cloud of Unknowing

## REST IN THE LIGHTNESS OF BEING



BCT19-7809S Morning Cocoa

BCT19-7907S Astral Drop

BCT19-7810S Lullabies

BCT19-7206S Cloud of Unknowing

BCT19-7811S All Natural

BCT19-7015S Sea of Tranquility



# ENLIGHTEN

## AWAKEN TACTILITY

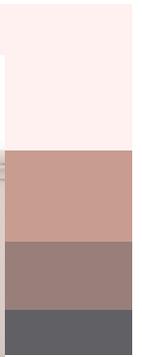
Elevate the beauty of interiors by adding textures as a counterpoint to the delicacy of this palette. Let us recapture the power of touch and inhabit our bodies fully to become enlightened.



BCT19-7907S  
Astral Drop



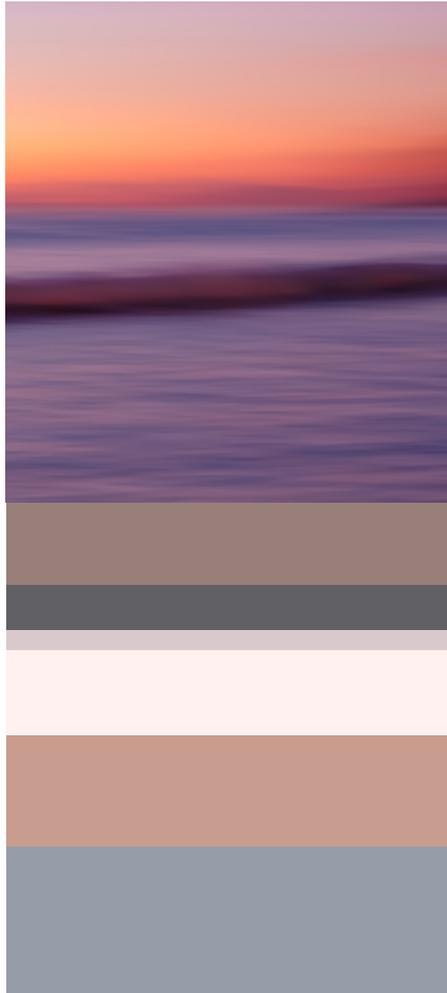
BCT19-7206S  
Cloud of Unknowing



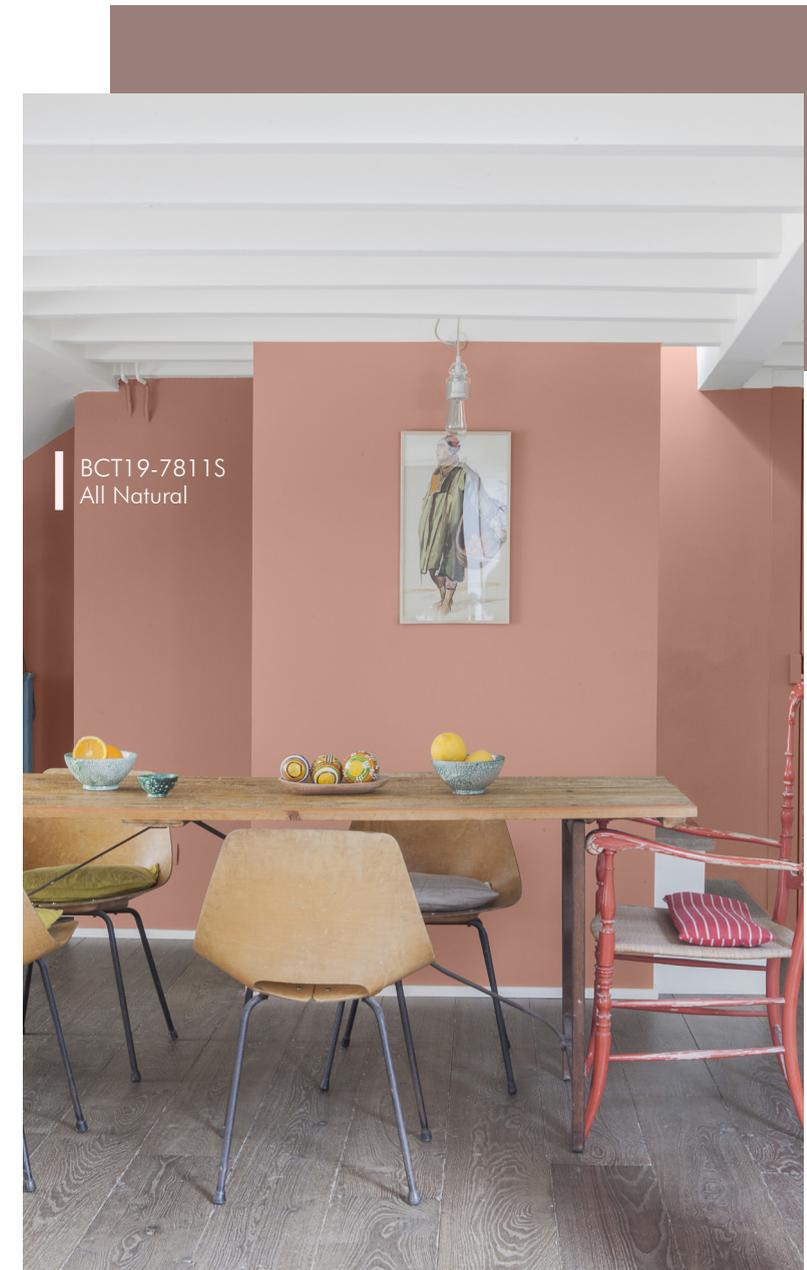
BCT19-7015S  
Sea of Tranquility

# ENLIGHTEN PERFORM RITUALS

This soft and sophisticated palette creates a stylish space for cocooning, and imbues interiors with warmth and refinement. It is a space for practicing rituals in mindfulness to give us a deeper understanding of our daily lives, that it is in the ordinary that our extraordinary lives are revealed.



BCT19-7015S  
Sea of Tranquility



BCT19-7811S  
All Natural

# ENCHANT



This palette speaks of an endeavor which is more than just a temporary withdrawal from a chaotic world. It is the gratification in the ravishment that the luxurious and sensual colors bring. The hedonistic appeal of the ultra-dramatic can be a way to make sense of a world on edge.



BCT19-7423S  
Dark Magic

Embrace elegant excess.

## DELIGHT IN THE DARK OPULENCE



BCT19-7611S Majestic Mare  
\*For interior application only, needs CP60 yellow primer



BCT19-7808S Pure Decadence



BCT19-7423S Dark Magic



BCT19-7424S Grand Duke



BCT19-7727S Empress Grace



BCT19-7511S Forbidden Forest



# ENCHANT

INDULGE UNINHIBITEDLY

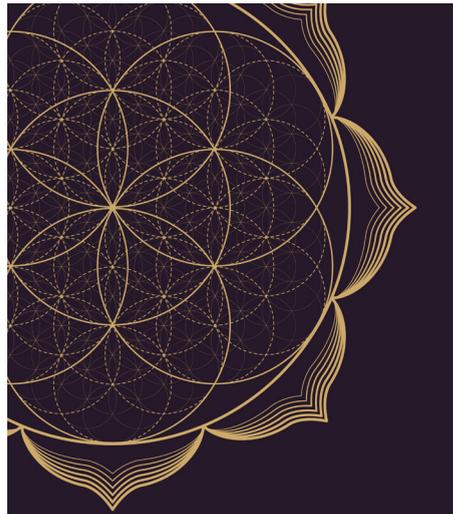
The deep tones of this palette drenches interiors with an alluring intimacy that invite exuberance. Step into your very own sumptuous sanctuary that coaxes you to drop your mask and revel in the beauty of just being.



# ENCHANT

## FEEL THE MAGIC

This regal, classic palette has an undercurrent of mystery that entices you to move deeper into a room. The colors are compelling but they do not fully reveal what a space holds. Allow yourself to be lured in to explore the voluptuary in you.



BCT19-7727S  
Empress Grace



BCT19-7611S  
Majestic Mare



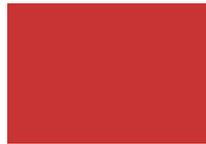
BCT19-7424S  
Grand Duke



# COLOR TREND 2019

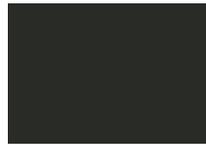
## BOYSEN® PERMACOAT™ COLOR SERIES

### ENGAGE

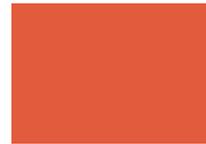


BCT19-7725S  
Red Thunder

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needs CP70 red primer



BCT19-7906S  
Back in Black



BCT19-7726S  
Sunset March

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needs CP60 yellow primer



BCT19-7610S  
Liberty Bloc

\*For interior application only,  
needs CP60 yellow primer

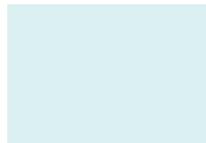


BCT19-7422S  
Earnest Envoy



BCT19-7807S  
Common Ground

### ENABLE



BCT19-7425S  
Fresh Queue



BCT19-7426S  
Crystal Gems



BCT19-7612S  
Truth Be Told



BCT19-7613S  
Emoji Master

\*For interior application only,  
needs CP60 yellow primer



BCT19-7427S  
Key Influencer



BCT19-7728S  
Pink Pixel

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### ENLIGHTEN



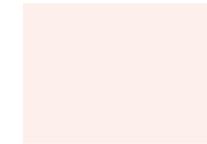
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Morning Cocoa



BCT19-7907S  
Astral Drop



BCT19-7810S  
Lullabies



BCT19-7206S  
Cloud of Unknowing



BCT19-7811S  
All Natural



BCT19-7015S  
Sea of Tranquility

### ENCHANT



BCT19-7611S  
Majestic Mare



BCT19-7808S  
Pure Decadence



BCT19-7423S  
Dark Magic



BCT19-7424S  
Grand Duke



BCT19-7727S  
Empress Grace



BCT19-7511S  
Forbidden Forest



100% acrylic water-based latex paint with excellent hiding, durability, and dirt pick-up resistance

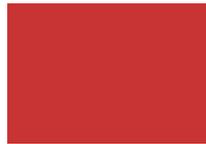
Available at Mix & Match Stations nationwide

\*For technical reasons connected with color reproduction in print and paint manufacturing, these colors may not exactly match actual paint color.

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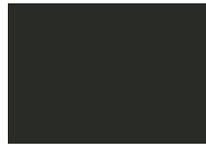
VIRTUOSO™ SILK TOUCH™

## ENGAGE

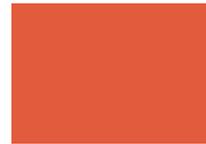


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VCT19-7906  
Back in Black



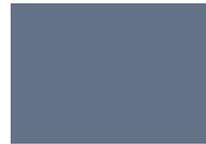
VCT19-7726  
Sunset March

\*Needs CP70 red primer



VCT19-7610  
Liberty Bloc

\*Needs CP60 yellow primer

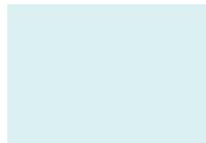


VCT19-7422  
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VCT19-7427  
Key Influencer



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## ENLIGHTEN



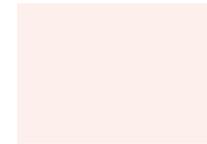
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VCT19-7015  
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## ENCHANT

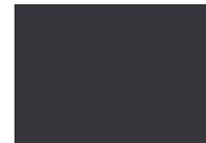


VCT19-7611  
Majestic Mare

\*Needs CP60 yellow primer



VCT19-7808  
Pure Decadence



VCT19-7423  
Dark Magic



VCT19-7424  
Grand Duke



VCT19-7727  
Empress Grace



VCT19-7511  
Forbidden Forest



Easy clean, odor-less interior paint with Teflon surface protector technology.

Available at Mix & Match Stations nationwide

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# ENDEAVORS

ENGAGE

ENABLE

ENLIGHTEN

ENCHANT

**BOYSEN®**



**The No. 1 PAINT**