

Industrial Colour Selector

The Industrial Colour Selector features products suitable for use on interior and exterior applications. It includes warrantable products up to 15 years durability and non-warrantable products.



FITOUTS/
FURNITURE



ELECTRICAL
SWITCHBOARDS



AUTOMOTIVE
EQUIPMENT

INTERIOR	•	•	•
EXTERIOR	•	•	•

Dulux World of Colour®
Powder Coat Series
New Zealand Collection

Dulux®

Product Range

RANGE	COLOUR NAME	FINISH	LOOK	PRODUCT CODE	R	G	B	LRV#	SPECULAR LIGHT REFLECTANCE#
Alphatec	Bright Red	Gloss	Bright	28858413	165	62	60	12	2.7
Alphatec	Clough Safety Yellow	Gloss	Bright	28896905	236	157	53	43	4.0
Alphatec	Egyptian Teal	Gloss	Bright	2886536G	0	156	147	26	4.1
Alphatec	Flame Red	Gloss	Bright	2884155G	170	60	64	12	3.7
Alphatec	Mamba Green	Satin	Bright	2886538S	142	174	69	37	3.0
Alphatec	Mistletoe	Satin	Bright	28858571	47	116	73	14	3.0
Alphatec	Orange X15	Gloss	Bright	28851439	218	111	70	27	5.0
Alphatec	Pink Spell	Gloss	Bright	2884480G	218	118	134	30	4.3
Alphatec	Pommel Blue	Gloss	Bright	28857262	48	95	134	10	3.6
Alphatec	Royal Blue	Gloss	Bright	28857273	52	74	111	7	2.7
Alphatec	Schweppes Yellow	Gloss	Bright	28859623	255	196	26	61	3.6
Alphatec	Signal Red	Gloss	Bright	28850735	173	72	61	14	3.8
Alphatec	Sky	Gloss	Bright	28858613	0	122	177	16	2.8
Alphatec	Space Blue	Gloss	Bright	28819990	52	76	124	7	3.3
Alphatec	Telecom Green	Satin	Bright	28858566	99	162	61	29	3.1
Alphatec	Tingle Gloss	Gloss	Bright	2884008G	223	95	48	24	2.6
Alphatec	Wineberry	Gloss	Bright	28857074	125	62	66	8	3.9
Alphatec	Yellow Gold	Gloss	Bright	28833617	249	167	52	48	4.3
Alphatec	NZ Bright Silver Kinetic®	Satin	Pearlescent	9617182S	163	165	166	38	2.4
Alphatec	Silver 2K Kinetic®	Satin	Pearlescent	9617380S	150	151	151	31	4.4
Alphatec	Silver Orbitor Kinetic®	Gloss	Pearlescent	9617960G	178	179	180	45	8.8
Armourspray	Arctic White	Gloss	Solid Colour	91296914	231	238	244	85	4.3
Armourspray	Black	Satin	Solid Colour	9129024S	57	58	59	4	2.9
Armourspray	Clear	Gloss	Clear	9121030G	**	**	**	**	**
Armourspray	Clear	Matt	Clear	9121030M	**	**	**	**	**
Armourspray	Silver Kinetic®	Satin	Pearlescent	91K7970S	150	152	152	31	4.3
Copol	Black	Satin	Solid Colour	95385178	65	65	66	5	1.5
Crystal Clear	Clear	Gloss	Clear	90485520	**	**	**	**	**
Crystal Clear	Clear	Matt	Clear	9041014M	**	**	**	**	**
Duralloy	Anotec Mid Bronze	Matt	Solid Colour	91558751	83	74	69	7	1.3
Duralloy	Apo Grey	Satin	Solid Colour	91532786	178	179	178	46	5.1
Duralloy	Arctic White	Gloss	Solid Colour	9151406G	230	238	243	85	4.3
Duralloy	Cloud	Satin	Solid Colour	91597123	225	221	210	73	3.0
Duralloy	Cool White	Gloss	Solid Colour	9151405G	235	240	243	87	3.4
Duralloy	Hawthorn Green	Satin	Solid Colour	91557290	63	81	72	7	2.4
Duralloy	High Gloss Black	Gloss	Solid Colour	9159255G	62	62	63	5	4.0
Duralloy	Lama	Matt	Solid Colour	9153272M	225	187	157	54	2.2
Duralloy	Light Grey	Gloss	Solid Colour	9157196G	189	192	189	53	3.8
Duralloy	New Life	Matt	Solid Colour	9156541M	164	184	177	46	1.9
Duralloy	Pearl White	Gloss	Solid Colour	9151404G	247	247	243	93	3.9
Duralloy	Penrose White	Satin	Solid Colour	9157967S	212	208	201	64	2.7
Duralloy	Pink Sand	Matt	Solid Colour	9154410M	211	186	174	52	2.2
Duralloy	Pre School	Matt	Solid Colour	9155498M	184	199	207	56	1.9
Duralloy	RAL 9010 Pure White	Gloss	Solid Colour	91596007	238	236	227	84	3.5
Duralloy	Silver Quill	Gloss	Solid Colour	9157968G	201	203	200	60	3.9
Duralloy	Slate	Matt	Solid Colour	9157589M	81	82	82	8	1.1
Duralloy	Tui Tuft	Matt	Solid Colour	9151266M	228	229	224	78	1.1
Duralloy	Warm White	Satin	Solid Colour	91558854	243	244	235	90	6.4
Duralloy	White	Satin	Solid Colour	91585355	246	247	241	93	5.3
Duralloy +PLUS	Bright Gold Pearl	Matt	Pearlescent	20P8420M	179	146	95	31	3.6

RANGE	COLOUR NAME	FINISH	LOOK	PRODUCT CODE	R	G	B	LRV [#]	SPECULAR LIGHT REFLECTANCE [#]
Duralloy +PLUS	Bronze Copper Pearl	Matt	Pearlescent	20P8418M	133	102	75	15	3.1
Duralloy +PLUS	Copper Pearl	Matt	Pearlescent	20P4137M	157	112	82	20	2.1
Duralloy +PLUS	Prosecco Pearl	Matt	Pearlescent	20P8417M	149	137	125	26	2.8
Primers	Grey Primer	Matt	Solid Colour	95385120	179	181	181	47	1.2
Primers	Zincshield	Matt	Solid Colour	9907036M	113	122	127	19	1.6
Protecture	Appliance White	Flat	Textured	20T1274F	243	244	242	90	0.4
Protecture	Black	Flat	Textured	20T9215F	59	59	60	4	0.4
Protecture	Metro Silver Pearl	Flat	Textured	21T7852F	172	173	171	42	0.4
Protecture	Yellow	Flat	Textured	20T2308F	233	166	69	45	0.6
Surreal Effects	Black Ripple	Gloss	Ripple	9019258Z	61	61	62	5	1.0
Surreal Effects	Black Sand Texture	Flat	Textured	9019263F	60	61	63	5	0.1
Surreal Effects	Cream Ripple	Gloss	Ripple	9012315Z	226	219	201	71	2.2
Surreal Effects	Ghost Grey Ripple	Gloss	Ripple	9017041Z	180	181	181	46	1.4
Surreal Effects	Grey Hammer Ripple	Gloss	Colour Vein Ripple	90185184	123	125	127	21	3.2
Surreal Effects	Mannex NZ White Texture	Flat	Textured	90133641	238	240	239	87	1.4
Surreal Effects	Off White Ripple	Gloss	Ripple	9013280Z	233	222	204	75	2.0
Surreal Effects	Orion Green Ripple	Gloss	Ripple	9016552Z	74	80	67	8	1.2
Surreal Effects	RAL 7035 Light Grey Ripple	Gloss	Ripple	9017347Z	195	198	195	56	1.4
Surreal Effects	Safety Yellow Ripple	Gloss	Ripple	9012015Z	244	160	48	45	2.2

[#] **Light Reflectance Value (LRV):** The total amount of visible light reflected from the coating, expressed as a percentage of total incoming light. Surfaces with higher light reflectance values appear lighter while surfaces with low light reflectance values appear darker.

Specular Light Reflectance: The portion of incoming light that is reflected such that the reflected ray is at the same angle to the surface normal as the incoming ray. Specular light reflection is expressed as a percentage of total incoming light. Surfaces with a lower specular reflection produce less glare as they scatter or absorb a greater portion of the incoming light.

^{**} The RGB, LRV and Specular Light Reflectance values for surfaces finished with a clear coating will vary depending on the substrate or the colour of any base coats used.

For further information on light reflectivity visit duluxpowders.co.nz/spec-solutions

[†] Project type definitions:

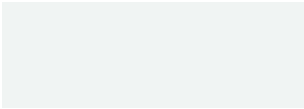
- Industrial/Non-habitable projects are those that are not dwelling types. Examples can be furniture, bus shelters, signage etc.
- Residential properties < 4 levels are typically easy to maintain, given their height and access.
- Light commercial projects < 4 levels are sheltered from neighbouring buildings, but require greater durability due to higher usage and wear.
- High rise residential and commercial projects are less sheltered from neighbouring buildings, raising their exposure and reducing their ease of maintenance.
- Prestigious commercial projects attract attention and require high quality finishes to uphold the longevity and design requirements.
- Monumental projects attract the most attention and have the highest standards required to uphold the reputation and protection expected from landmark sites.

Industrial Colour Selector

DURALLOY®
SOLID COLOUR RANGE



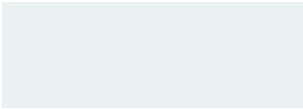
Popular solid colours delivered with warranty grade* advanced durable polyester thermosetting powder. Recommended usage includes commercial fitouts, furniture, electrical switchboards and aftermarket automotive equipment. See website for the full range of Duralloy finishes.



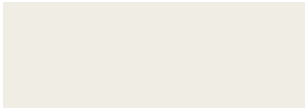
PEARL WHITE
Gloss 9151404G



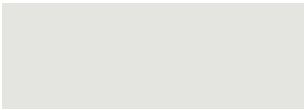
WHITE
Satin 9158535S



COOL WHITE
Gloss 9151405G



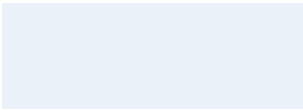
RAL 9010 PURE WHITE
Gloss 91596007



TUI TUFT
Matt 9151266M



WARM WHITE
Satin 9158854S



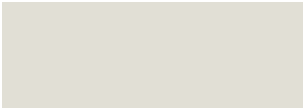
ARCTIC WHITE
Gloss 9151406G



PENROSE WHITE
Satin 9157967S



LIGHT GREY
Gloss 9157196G



CLOUD
Satin 91597123



SILVER QUILL
Gloss 9157968G



PINK SAND
Matt 9154410M



APO GREY
Satin 91532786



NEW LIFE
Matt 9156541M



PRE SCHOOL
Matt 9155498M



LAMA
Matt 9153272M



HIGH GLOSS BLACK
Gloss 9159255G



HAWTHORN GREEN
Satin 91557290



SLATE
Matt 9157589M



ANOTEC MID BRONZE
Matt 91558751

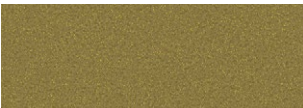
DURALLOY®
+PLUS PEARLESCENT RANGE



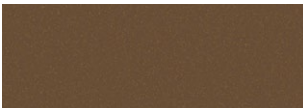
Beautiful, decorative pearlescent and metallic finishes delivered with warranty grade* advanced highly durable polyester thermosetting powder. Recommended usage includes commercial fitouts, lighting and furniture. See website for the full range of Duralloy +PLUS finishes.



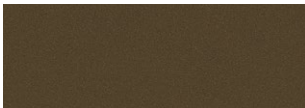
PROSECCO PEARL
Matt 20P8417M



BRIGHT GOLD PEARL
Matt 20P8420M



COPPER PEARL
Matt 20P4137M



BRONZE COPPER PEARL
Matt 20P8418M

* Dulux Duralloy®, Duralloy® +PLUS, Protecture® and Armourspray® products are supported by Dulux Alumi Shield and Dulux Steel Shield warranties when applied by a Dulux Accredited or Dulux Prime Accredited Powder Coater to the warranty specification on recommended project types and conditions and maintained within the Dulux recommended Care and Maintenance guidelines. For more information visit duluxpowders.co.nz/warranties

PROTEXTURE®

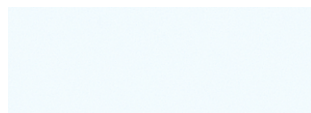
TEXTURED RANGE



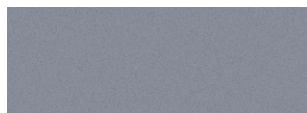
✓ AS 3715

✓ EXCEEDS AAMA 2603

Highly mar and scuff resistant textured finishes built to protect, delivered with warranty grade* advanced highly durable polyester thermosetting powder. Recommended usage includes commercial fitouts, furniture and aftermarket automotive equipment. See website for the full range of Protexture finishes.



APPLIANCE WHITE
Flat 20T1274F



METRO SILVER PEARL
Flat 21T7852F



BLACK
Flat 20T9215F



YELLOW
Flat 20T2308F

ARMOURSPRAY®

ANTI GRAFFITI POWDERCOAT RANGE



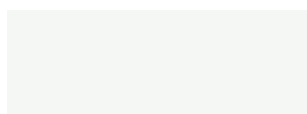
✓ AS 3715

✓ EXCEEDS AAMA 2603

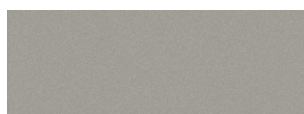
Solid, pearlescent and clear finishes with high chemical resistance allowing the removal of most forms of graffiti, delivered with warranty grade* advanced highly durable polyurethane thermosetting powder. Recommended usage includes public transport infrastructure and street furniture. See product brochure for graffiti removal advice.



CLEAR^
Gloss 9121030G Matt 9121030M



ARCTIC WHITE
Gloss 91296914



SILVER KINETIC®
Satin 91K7970S



BLACK
Satin 9129024S

CRYSTAL CLEAR

INDUSTRIAL POWDERCOAT RANGE



Clear finishes designed to add protection or preferred gloss to non-architectural aluminium or steel surfaces or as a top coat over other powder coatings, delivered with tough polyester thermosetting powder. Recommended usage includes aftermarket automotive components and furniture.



CLEAR
Gloss 90485520 Matt 9041014M

ALPHATEC®

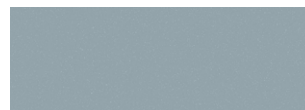
PEARLESCENT RANGE



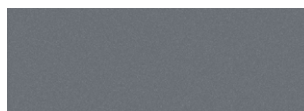
Decorative and functional pearlescent and metallic finishes, delivered with tough polyester thermosetting powder. Recommended usage includes commercial fitouts, furniture and aftermarket automotive components.



†SILVER ORBITOR KINETIC®
Gloss 9617960G



NZ BRIGHT SILVER KINETIC®
Satin 9617182S



SILVER 2K KINETIC®
Satin 9617380S

^ The Alumi Shield and Steel Shield Colour Warranties are not applicable to Armourspray clear products. The Alumi Shield and Steel Shield Durability Warranties only apply to Armourspray clear products when applied over Dulux Protexture, Duralloy +PLUS, Duratec, Electro & Charisma powder coatings.

† This product must be top coated with a clear finish such as Crystal Clear.

ALPHATEC®

BRIGHT RANGE



Fun, bright solid colours that produce a big impact, delivered with tough polyester thermosetting powder. Recommended usage includes commercial fitouts, furniture and electrical switchboards. Alphatec is not supported by a Dulux warranty and where colour retention is paramount, we recommend the Duratec® Intensity® powder coat range.



SCHWEPPES YELLOW
Gloss 28859623



PINK SPELL
Gloss 2884480G



SKY
Gloss 28858613



EGYPTIAN TEAL
Gloss 2886536G



YELLOW GOLD
Gloss 28833617



SIGNAL RED
Gloss 28850735



POMMEL BLUE
Gloss 28857262



MAMBA GREEN
Satin 2886538S



CLOUGH SAFETY YELLOW
Gloss 28896905



BRIGHT RED
Gloss 28858413



ROYAL BLUE
Gloss 28857273



TELECOM GREEN
Satin 28858566



ORANGE X15
Gloss 28851439



FLAME RED
Gloss 2884155G



SPACE BLUE
Gloss 28819990



MISTLETOE
Satin 28858571



TINGLE GLOSS
Gloss 2884008G



WINEBERRY
Gloss 28857074

COPOL™

INDUSTRIAL POWDERCOAT RANGE



Tough, chemically resistant finish for interior applications only, delivered with modified epoxy thermosetting powder. Recommended usage includes shop fittings and industrial racking. May also be used for inter-coat exterior applications not exposed to sunlight such as automotive under bodies.



BLACK
Satin 95385178

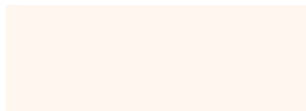
Kinetic® Technology is a process used to optimise the aesthetic effect of many of our pearlescent finishes. These finishes contain pearlescent and/or metallic pigments that produce a characteristic effect when bonded to powder particles. The process delivers a more consistent dispersion of particles across the surface resulting in a unique pearlescent or metallic lustre.

SURREAL® EFFECTS

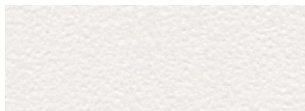
INDUSTRIAL POWDERCOAT RANGE



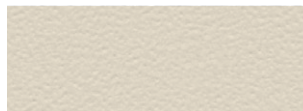
Functional and decorative textures and ripple effect finishes, designed to conceal surface imperfections, delivered with tough polyester thermosetting powder. Recommended usage includes electrical switchboards, commercial fitouts, furniture and aftermarket automotive equipment.



MANNEX® NZ WHITE TEXTURE
Flat 90133641



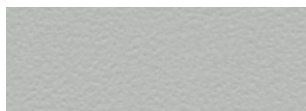
CREAM RIPPLE
Gloss 9012315Z



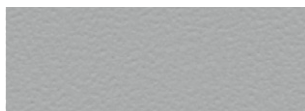
OFF WHITE RIPPLE
Gloss 9013280Z



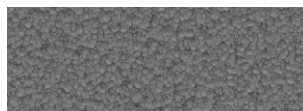
SAFETY YELLOW RIPPLE
Gloss 9012015Z



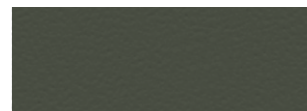
RAL 7035 LIGHT GREY RIPPLE
Gloss 9017347Z



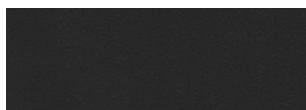
GHOST GREY RIPPLE
Gloss 9017041Z



GREY HAMMER RIPPLE
Gloss 90185184



ORION GREEN RIPPLE
Gloss 9016552Z



BLACK SAND TEXTURE
Flat 9019263F



BLACK RIPPLE
Gloss 9019258Z

ZINC SHIELD®

POWDER PRIMER



Excellent protection against corrosion on ferrous (steel) metals, delivered with zinc rich modified epoxy thermosetting powder. Zincshield powder primer is a key component of Dulux Steel Shield warranties.



ZINC SHIELD
Matt 9907036M

GREY PRIMER

POWDER PRIMER



Excellent protection around sharp profiles such as perforated aluminium and added protection for ferrous (steel) metals, delivered with modified epoxy thermosetting powder. Grey Primer powder primer is a key component of Dulux Alumi Shield warranties on perforated and expanded aluminium and Dulux Steel Shield warranties in highly corrosive environments.



GREY PRIMER
Matt 95385120

CustomColour™

Inspired. Matched. Made.

Our Industrial and Architectural Colour Selector cards feature our range of stocked, readily available products and colours. If you can't find the colour you require, Dulux offer a premium CustomColour™ service providing customised colours produced on a made to order basis.

Call 0800 800 975 or visit duluxpowders.co.nz/custom-colour

Worth doing, worth Dulux®

Worth doing, worth Dulux.®

Meeting Industry Standards

Dulux Duralloy, Duralloy +PLUS, Protecture and Armourspray powder coat products are designed to meet both the global AAMA and Australian AS3715 standards for aluminium finishes.

	Duralloy	Duralloy +PLUS	Protecture	Armourspray
AAMA Standards	Meets 2603	Exceeds 2603	Exceeds 2603	Exceeds 2603
Coating type	Durable Polyester	Highly Durable Polyester	Highly Durable Polyester	Highly Durable Polyurethane

Project suitability

Ensure you specify the right Dulux powder coat product for your requirements by using the following tables to help define your project by type and exposure conditions.

The Industrial Colour Selector features products suitable for industrial applications including commercial fitouts, furniture, electrical switchboards and aftermarket automotive equipment. Refer to our Architectural and Premium Architectural Colour Selector cards and website for ranges suitable for architectural projects and associated conditions.

Product Suitability by Project

Project, Environment and Conditions			Top Coat Choice ²					
Project Type ¹	Environment	Conditions ¹	Duralloy ³	Duralloy +PLUS ⁴ / Protecture ⁴	Armourspray ⁴	Alphatec ⁵ / Crystal Clear ⁵	Surreal Effects ⁵	Copol
Industrial/Non-habitable	Exterior	Severe (C4-C5)		●	●			
Industrial/Non-habitable	Exterior	Mild (C2-C3)	●	●	●	○	○	
All Projects	Interior	Moderate Interior (C3-C4)		●	●			
All Projects	Interior	General Interior (C1-C2)	●	●	●	○	○	○

- Steel Shield and Alumi Shield Warranties available.
 - Non-Warrantable.
 - For more information about project conditions, corrosivity zones and corrosion rates refer to [duluxpowders.co.nz/warranties](#).
 - Primers may be required for perforated and expanded aluminium depending on project conditions and are required for all warrantable steel applications. For full system requirements refer to [duluxpowders.co.nz/warranties](#).
- Duralloy is only suitable for coastal, river and lake salt water environments >100m from the high tide and is NOT suitable in strongly acidic or caustic environments so the pH must be between 5 and 9.
 - Duralloy +PLUS, Protecture and Armourspray are only suitable for coastal, river and lake salt water environments >10m from the high tide and are NOT suitable in strongly acidic or caustic environments so the pH must be between 5 and 9.
 - Alphatec, Crystal Clear and Surreal Effects are only suitable for coastal, river and lake salt water environments >500m from the high tide and are NOT suitable in strongly acidic or caustic environments so the pH must be between 5 and 9.

We always recommend contacting our Advice Line to confirm your project specification. Call 0800 800 975 or visit [duluxpowders.co.nz](#)

Warranted Performance

- Dulux Duralloy, Duralloy +PLUS, Protecture and Armourspray powder coat products are backed by product specific warranties on:
- Architectural aluminium, including perforated aluminium and expanded aluminium
 - Mild steel, bright/semi bright steel, black steel and blue steel

	Warranty	Duralloy	Duralloy +PLUS	Protecture	Armourspray ^{''}
Alumi Shield™ Warranty	Aluminium Durability	10 Years	15 Years	15 Years	15 Years [^]
	Aluminium Colour	10 Years	15 Years	15 Years	15 Years [^]
Steel Shield™ Warranty	Steel Corrosion	Up to 10 Years	Up to 10 Years	Up to 10 Years	Up to 10 Years [^]
	Steel Colour	10 Years	15 Years	15 Years	15 Years [^]

[^] The Alumi Shield and Steel Shield Colour Warranties are not applicable to Armourspray clear products. The Alumi Shield and Steel Shield Durability Warranties only apply to Armourspray clear products when applied over Dulux Protecture, Duralloy +PLUS, Duratec, Electro & Charisma powder coatings.

^{''} Warranties for Armourspray apply to the stocked products listed in this Colour Selector and CustomColours on request only.

Warranties are made up of a colour warranty (for fade and chalking), durability warranty (film integrity for aluminium only), and corrosion warranty (for steel only). They are only valid when applied by a Dulux Accredited or Dulux Prime Accredited Powder Coater to the warranty specification on recommended project types and conditions.

For more information visit [duluxpowders.co.nz/warranties](#)

Dulux Accredited Powder Coaters

Only Dulux Accredited and Dulux Prime Accredited Powder Coaters are able to issue our Dulux Alumi Shield™ and Steel Shield™ warranties after demonstrating their capability to meet stringent quality conditions and international standards.



For more information visit [duluxpowders.co.nz/accredited](#)

SpecMap

Dulux SpecMap is a smart online tool that provides an indicative top coat powder coating specification based on your project type, location, atmospheric corrosivity data and distance to the sea and other liquids. For more information and to use SpecMap, visit [duluxpowders.co.nz/specmap](#)

Advice Line

Our dedicated consultants can help simplify the specification process, saving you time and money by providing the right coating advice for your project. Call 0800 800 975 or visit [duluxpowders.co.nz](#)

Offices

- New Zealand**

Dulux Powder Coatings
31B Hillside Road, Glenfield, Auckland 0627
T (64) 4 896 0911
- Australia**

Dulux Powder Coatings
115 Pound Road West, Dandenong South VIC 3175
T (61) 3 8787 4500
- East China**

DGL International Powder Coatings
Room 2-2, 2-3, Building 5,
56 Jin Liang Road, Zhu Qiao Town,
Pu Dong New District, Shanghai, 200120
T (86) 21 3825 8507
- South China**

DGL International Powder Coatings
Room 505, Building 10, Lihe Technology Park
99 Tao Yuan East Road, Shishan Town,
Nanhai, Foshan, Guangdong, 528200
T (86) 21 3825 8507