

Press Information

Little Greene unveils updated 'Colours of England'

Little Greene will launch a new look 'Colours of England' colour card, comprising a number of recently developed colours, at Decorex 2008.

Based on the most sought after shades in the Little Greene ranges, the revised 'Colours of England' palette represents a harmonious fusion of classic colours for a contemporary environment. A balanced mix of neutrals and accent colours, the collection represents what Managing Director David Mottershead describes as '*a new vision for interior neutrals*'.

The extensive selection now contains around 60 neutral tones, ranging from whites and off-whites, through creams, stones and muted yellows to greys. The understated colours have been complemented by a similar number of accent brights, and the new neutrals have been judiciously arranged to show each set of shades in groups of four graduated tones.

In accordance with Little Greene's strong environmentally-aware principles, all the neutral colours are based on naturally-occurring pigments and minerals, which gives them an exceptionally organic appearance.

David Mottershead expands on why the new colour card was developed: '*We wanted to enable customers to make their colour choices with more confidence and greater security. But in addition, by clearly setting out the basic colours, we have been able to demonstrate the variation of colour that would traditionally have been used in historic buildings. These colours are now arranged as artisan decorators would in fact have made them - demonstrating gradations of colour due to fluctuations in pigmentation.*'

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For press information, samples and colour charts please contact Angela Fawcett
Telephone: 01476 568 935 Mobile: 07801 257 081 Fax: 01476 567 704
email: angela.fawcett@btopenworld.com