



# DULUX TRADE DIAMOND MATT

## SPECIFIER GUIDE





# WELCOME

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At AkzoNobel, we've made it our business to deliver the sustainable and innovative solutions that our customers, communities – and the planet – are increasingly relying on.

We recognise our customers are also demanding not just high quality products but paints that are more sustainable and comply with the rigorous sustainability requirements set by green building accreditations such as BREEAM and LEED.

New Dulux Trade Diamond Matt has been specifically designed to meet these expectations and we are excited as we present its innovative upgrade features and benefits to help specifiers achieve sustainability goals while delivering exceptional performance and aesthetic appeal.



# PEOPLE, PLANET, PAINT

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At AkzoNobel our focus is not just on meeting today's demands but also ensuring that our pioneering paints and coatings can continue to protect our world for future generations.

Our company purpose, **People. Planet. Paint.**, is at the heart of everything we do. We have identified three critical global topics - **climate change, circularity, and health and well-being** - and have made a commitment to play our part in addressing them for the betterment of society.

Collaboration with stakeholders is fundamental to our mission. By working together with customers, suppliers, academia, and other partners, we push the boundaries of innovation and find inventive ways to make a positive impact on the ever-changing world. This collaborative approach is essential for us to achieve our ambitious goal of halving our carbon emissions by 2030, as part of our science-based targets.

We are proud of our sustainability leadership, acknowledged through prestigious recognitions like the Tera Carter Seal, Ecovardis platinum, and MSCI AAA ratings. These accolades affirm our commitment to environmental responsibility and making a positive societal impact.





# OUR KEY FOCUSES

## CLIMATE CHANGE

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We recognise the urgent need to address climate change, and we're doing our part to help limit our contribution toward it. We have set a goal to reduce our carbon emissions by 50% throughout our value chain, and have already cut it by 6%. We're achieving this through a variety of strategies, including moving to renewable electricity and reducing our energy consumption. Additionally, we're developing innovative solutions that help our customers reduce their own carbon footprint and lessen their impact on the environment.

### Did you know:

That water-based trim ranges like Dulux Trade Quick Dry Gloss offer a significantly lower carbon footprint compared to their traditional counterparts? These innovative products not only provide exceptional quality but also contribute to reducing environmental impact. To learn more about the environmental benefits of water-based trims, visit [duluxtradepaintexpert.co.uk](http://duluxtradepaintexpert.co.uk)



# OUR KEY FOCUSES

## CIRCULARITY

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We're committed to moving towards a circular economy, which is all about reducing waste and making the most of the resources we have. To achieve this, we're focusing on increasing the use of renewable and recycled materials throughout our value chain, such as our Dulux Trade Evolve product. We're also prioritising material efficiency and making sure our products protect surfaces and materials so they last longer. By embracing the circular economy, we're not only reducing waste, but also creating a more sustainable future for everyone.

One of our goals in becoming more circular is to use at least 50% recycled content in the plastic packaging we use by 2025. We have already moved over three quarters of our plastic packs, by volume, to this more sustainable standard and are working hard to reach our target.





## OUR KEY FOCUSES

### HEALTH AND WELL-BEING

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We believe that safeguarding the health and wellbeing of our employees, customers, end-users, and other stakeholders is of utmost importance. We work hard to ensure that our products and services don't compromise the health or safety of anyone involved.

We're committed to creating a safe and healthy work environment for our employees, and we're constantly striving to improve our products and processes to make them even safer. Additionally, we're committed to supporting the communities where we operate and promoting the health and wellbeing of everyone involved. By prioritising health and wellbeing, we're creating a more sustainable and responsible future for everyone.

## FOCUS AREAS



CLIMATE CHANGE

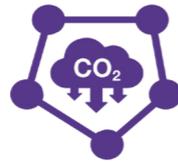


CIRCULARITY



HEALTH AND WELL-BEING

## OUR KEY SUSTAINABILITY AMBITIONS BY 2030



**50%**  
less carbon emissions  
in our own operations  
and across value chain\*



**100%**  
circular use of materials  
in own operations driven  
by reduce, reuse, recycle



**>100,000**  
members of local  
communities empowered  
with new skills



**>50%**  
of revenue from  
sustainable solutions

## OUR SIX SUSTAINABILITY DRIVERS



Reduced carbon  
and energy



Reduce



People and  
communities



Health and  
well-being



Less Waste



Longer-lasting  
performance

\*Baseline 2018, absolute.

# CHAMPIONING SUSTAINABILITY SOURCING AND DRIVERS

We care about being responsible in the way we source our materials. That's why we were the first paint company in the world to earn the BES 6001 Responsible Sourcing accreditation. This standard, awarded by BRE, ensures that our products are made with materials that are sourced responsibly.

We're proud to say that both of our manufacturing facilities in the UK, the Ashington plant and the Stowmarket factory site, have held the BES 6001 accreditation since 2016. This means that all of our products are made using responsibly sourced materials that meet strict criteria for construction products.

By having the BES 6001 accreditation, we can reassure our customers that our products are not only of high quality, but also considerate of the environment and ethical sourcing practices.





## CREATING BETTER INDOOR SPACES

As we spend a lot of time indoors, the air quality we breathe is very important for our health and wellbeing. We care about the air quality in buildings, and we want to provide products that can help create better indoor spaces. Volatile Organic Compounds (VOCs) are used in paint to help it flow and provide an even finish. However, these VOCs evaporate and create air pollution which can be harmful to us and contribute to the overall carbon footprint of a building project.

New Dulux Trade Diamond Matt paint is now 99.9% VOC free\*, which means it helps to minimise the impact on indoor air quality and has a cradle to grave carbon footprint that is 13-31% less than the previous formulation, depending on the colour. By choosing longer lasting finishes like new Diamond Matt in frequently used high wear areas, you also can reduce the frequency of redecoration, which reduces your long-term impact on the environment.

\*Based on in-can VOC content, measured in accordance with ISO 11890-2:2013.



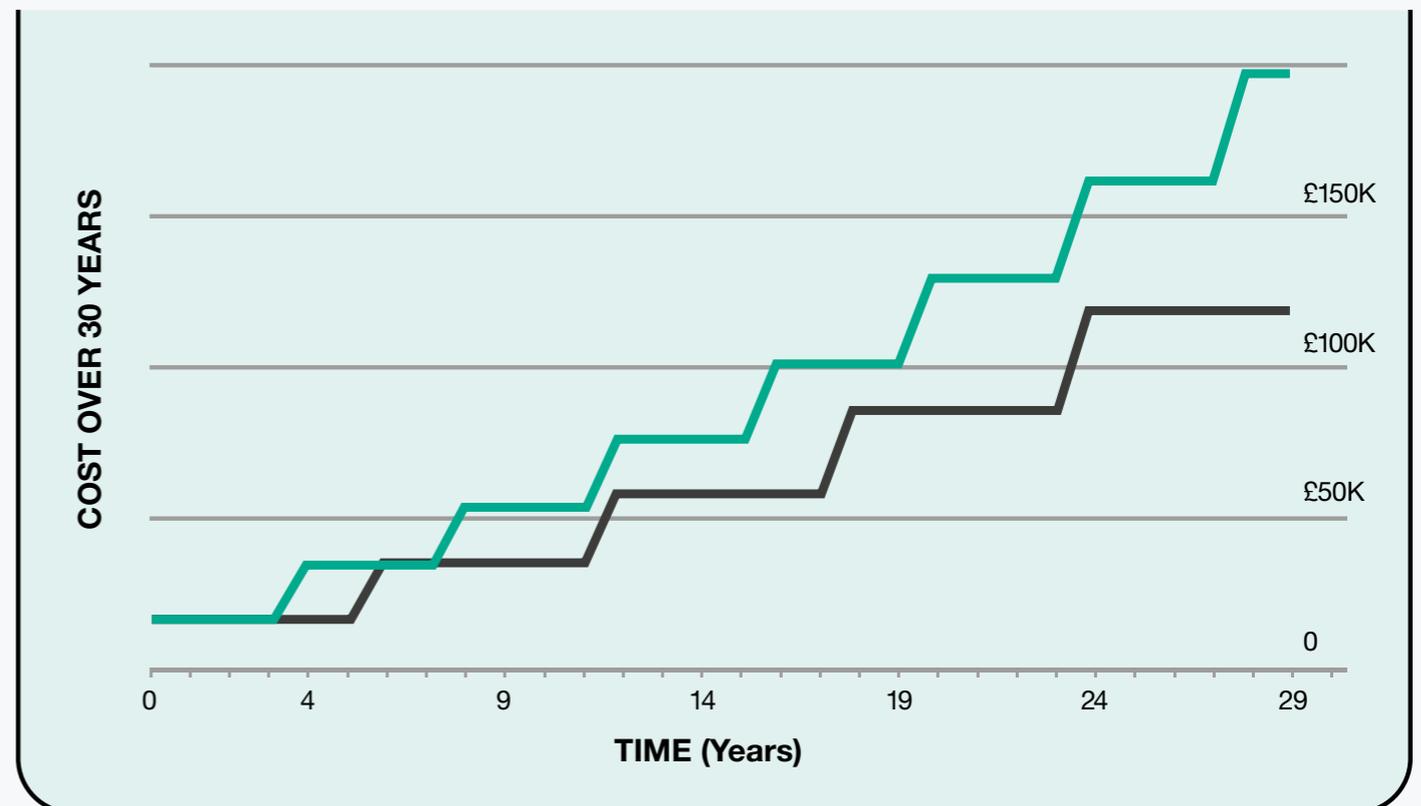
# LONG-TERM BENEFITS FOR REDECORATION AND CARBON

Reducing carbon emissions is vital to ensuring we meet our critical climate targets, important for the environment, and one way to do this is by choosing products that have a lower environmental impact throughout their lifespan. By using longer lasting finishes like new Dulux Trade Diamond Matt in high wear areas, you can reduce the frequency of redecoration, which helps to lessen your impact on the environment.

New Dulux Trade Diamond Matt has been specially designed to last longer, be more durable and withstand repeated cleaning. This means that you won't have to redecorate as frequently, which can save you money in the long run. To model the long term cost and carbon savings of using longer lasting products, ask your AkzoNobel representative to show you our Lifecycle tool.

 **DULUX TRADE**  
STANDARD  
MATT FINISH

 **DULUX TRADE**  
DIAMOND MATT



Contact your AkzoNobel representative to see the long-term impact of Diamond Matt by using the Lifecycle tool.



## 99.9% VOC FREE\*

Create a healthier indoor environment, reduce environmental impact, and promote wellbeing



## BREEAM / LEED COMPLIANT

Meeting rigorous sustainability standards to contribute to greener construction practices and can earn points towards higher sustainability ratings.



## IMPROVED OPACITY

Enhancing opacity allows for better coverage, ensuring that underlying layers or surface imperfections are effectively concealed creating a seamless and uniform finish, enhancing the final design



## ULTIMATE DURABILITY WITH FLATTER MATT FINISH

A winning combination of a durable and long-lasting, on-trend flat finish to withstand wear and tear, maintaining its pristine appearance for longer



## IMPROVED OIL STAIN RESISTANCE

Ideal for high traffic areas that require frequent cleaning by repelling stains, making maintenance easier and ensuring a clean and professional look in busy environments

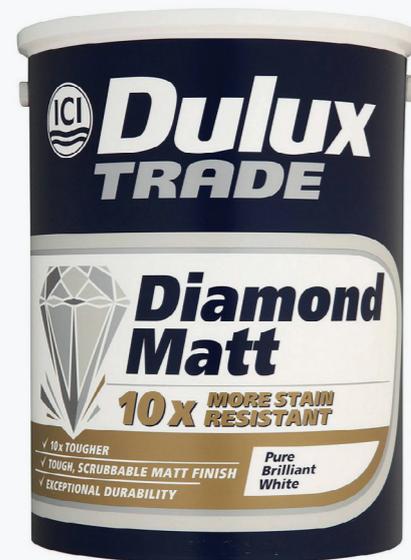
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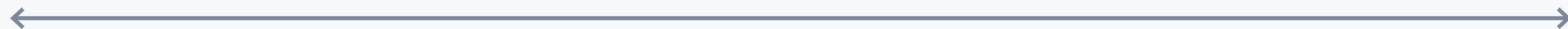
# A HISTORY OF DEVELOPING INNOVATIVE, DURABLE SOLUTIONS

At AkzoNobel, we have always been at the forefront of developing hardwearing and durable products in the market which is why in 2012 we launched the first durable diamond into the market. Our commitment to quality and durability has earned us a reputation as a leader in the industry. And now, we are excited to introduce new Diamond Matt, as a continuation and tradition of excellence.

We believe this has helped extend the life of million of squares meters of decorated spaces across the UK.



2010



2023



# HIGH STANDARDS FOR SUSTAINABILITY, PERFORMANCE AND ACCREDITATION

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The demand for environmental building accreditations like BREEAM, LEED, and the WELL Building Standard is growing rapidly. Our new and innovative formulation of Diamond Matt paint not only meets the stringent VOC content and VOC emissions levels required for BREEAM exemplary ratings but also fulfills the requirements of other accreditations. Choosing Diamond Matt ensures compliance with multiple sustainability standards for a greener and healthier built environment.

Even if you're not looking to certify the sustainability of your work, it's good to know that the products you're using meet high standards for sustainability and performance.

**To find out which of our products hold specific accreditation please see [duluxtradepaintexpert.co.uk](https://duluxtradepaintexpert.co.uk)**



# APPLIERS QUOTES

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It's ability to spread without dragging or feeling "chewy". As good as the current DM is, it can feel bludgeoning at times and grabs the surface too quickly, where as this trial DM flows incredibly easy, like flat matt or velvet matt. It feels and appears a bit thinner but somehow covers remarkably.

One room that had been completed over 2 weeks since, has dried very matt. One coat virtually covered the walls (sprayed on) Then we followed up with 1 rolled coat with medium pile. The finish is impeccable.

S&S Décor

”

“

**Roll out a bit more than the old formulation, that is an advantage as it covers better.**

Scott Smith from  
Bagnalls Doncaster

”

“

**Good decent product v easy to roll, covers mid dark blue in two coats.**

Jack Buckerfield  
from HD Decs

”



## OUR TESTED & APPROVED PROCESS

We're committed to delivering high-quality products to our professional customers. One of the many ways we do that is through our Tested and Approved product testing process. This approach is part of our product development and approval process and involves professional decorators in multiple application tests, ensuring that our new products meet their needs and expectations before they get released into the market. By involving professional decorators in the testing process, we can guarantee that our products perform to the highest standards.

Our professional decorators play a crucial role in shaping the future of decorating and it is key for us to seek their feedback on our products to create products that meet their evolving needs. Our rigorous Tested and Approved product testing process is a 3 stage process that starts after the formulation has been created and tested in the labs and works as follows.

1. Assessments by a member of our internal Dulux panel of professional decorators – this is a blind test
2. Assessments by a panel of external professional decorators – this is also a blind test
3. Field trials that put the product to the test under external conditions

On average every year, in excess of 200 tests are carried out by professional decorators as part of this process.





**TESTED &  
APPROVED BY  
PROFESSIONAL  
DECORATORS**

## **OUR TESTED & APPROVED LOGO**

Thanks to our ongoing product testing process, we're excited to introduce our new logo. This logo will be featured on all future products, proudly wearing the stamp of approval that represents our commitment to excellence and our customers' satisfaction. Our thorough approach to product testing guarantees high-quality products that meet the needs and expectations of professional customers, and the Tested and Approved Logo symbolises that commitment.

# FAQS

## **Will the absence of solvent affect the drying process, especially in colder temperatures?**

The current Diamond Matt paint requires the addition of semi-VOCs to create a strong film at various temperatures. However, the upgraded formulation uses a different binder technology that can form a film even in very low temperatures without the need for semi-VOCs.

## **Does the new Diamond Matt paint crack over decorators' caulk?**

No, it has undergone testing and has been found to not crack over decorators' caulk.

## **Why did you need to change the formulation?**

In response to more stretching criteria being introduced to green building accreditations and to progress towards our sustainability targets, we have decided to introduce a formulation that is 99.9% VOC-free. Additionally, based on feedback received, we have enhanced certain aesthetic attributes of our Diamond Matt while maintaining its durability properties.

## **How long does the durability of Diamond Matt paint last?**

We have achieved a BS Class C standard, which means that it can withstand a 2,000 scrub cycle. Furthermore, it has been tested up to 10,000 scrub cycles and retains its stain repellent properties even after multiple cleanings.

## **Some paints claim to be Zero VOC – why isn't Diamond Matt Zero VOC?**

A: It is important to note that there will always be trace amounts of VOC present in paints. Therefore, there is no such thing as a truly 100% VOC-free or Zero VOC paint. In 2013, the paint industry in the UK and across Europe agreed not to use Zero VOC claims. However, in the US, the term "Zero VOC" is commonly used for paints with VOC levels below 5 g/l (sometimes seen on paints manufactured in the US and occasionally in the UK).

## **Which stains does Diamond Matt paint resist?**

Diamond Matt paint resists common water-based stains such as coffee, wine, and soy sauce, as demonstrated in our testing. We have also improved its resistance to oil-based stains, making it easier to clean oil-based stains such as black oil and lipstick.

## **What should I avoid using to clean the surface, and how do you recommend cleaning it?**

For common stains, promptly clean the surface with a soft cloth and clean soapy water, allowing it to dry. Avoid vigorous scrubbing and the use of abrasive cleaners or scourers, as they may damage the matt finish. Apply only enough pressure to remove marks. It's worth noting that marks from certain pens, felt tips, or permanent markers may not be completely removed. Full durability of the paint develops within 7 days after the initial application.

# FAQS

## What technology makes Diamond Matt paint stain resistant?

The current Diamond Matt paint has a hydrophobic surface that repels water-based stains like red wine and coffee. In the upgraded formulation, the new binder technology provides additional resistance to oil-based stains (e.g., food stains and cosmetics), preventing them from being absorbed into the surface. This enhancement makes them easier to clean off.

## What do BREEAM and LEED mean?

BREEAM (Building Research Establishment Environmental Assessment Method) and LEED (Leadership in Energy and Environmental Design) are environmental assessment methods. They measure the content and release of VOCs post-application. While not all low or minimal VOC content paints meet the criteria for low emissions, BREEAM and LEED standards stipulate specific limits for emissions released 14 or 28 days after application (14 days for LEED and 28 days for BREEAM). Different paints release emissions at different rates, so paints with low VOC content that emit VOCs slowly may not meet the BREEAM or LEED limits at the specific measurement times required by these schemes.

To see which of our products - including Dulux Trade Diamond Matt - meet the various environmental standards please see [duluxtradepaintexpert.co.uk](http://duluxtradepaintexpert.co.uk)

## Has the range of available colours been expanded?

Yes, we have added an additional 150 colours to our tinting options.



# A QUICK GUIDE TO OUR SERVICES

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## BEST PRACTICE AND ADVICE

### Commercial Colour Services

Visit the **Dulux Trade** website to access tools such as the Colour Schemer, or to order free colour cards and A8 colour samples. For larger painting projects, we can offer **Dulux Trade** Commercial Colour Consultants who provide help and advice on colour. Contact us to find out more.

### Waste Management

Waste from completed work should be disposed of safely and quickly. There are a number of paint wash systems available which prevent washings from entering watercourses. Empty paint cans can be given to recycling services and half empty cans can go to community projects such as Community Repair. The **AkzoNobel** Technical Advice centre can advise on the best solution for your needs.

To discuss the specifics of your project further and how **Dulux Trade** can help you, contact us:

### Contact Us

Product details, Technical data and Health and Safety data sheets can be found on our website [duluxtradepaintexpert.co.uk](https://duluxtradepaintexpert.co.uk)

For further information please contact the **AkzoNobel** Technical Advice Centre.

Email: [duluxcustomerservices@akzonobel.com](mailto:duluxcustomerservices@akzonobel.com) Tel: 0333 222 7070

### Interact with Dulux Trade



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