



Working with you to create a brighter future

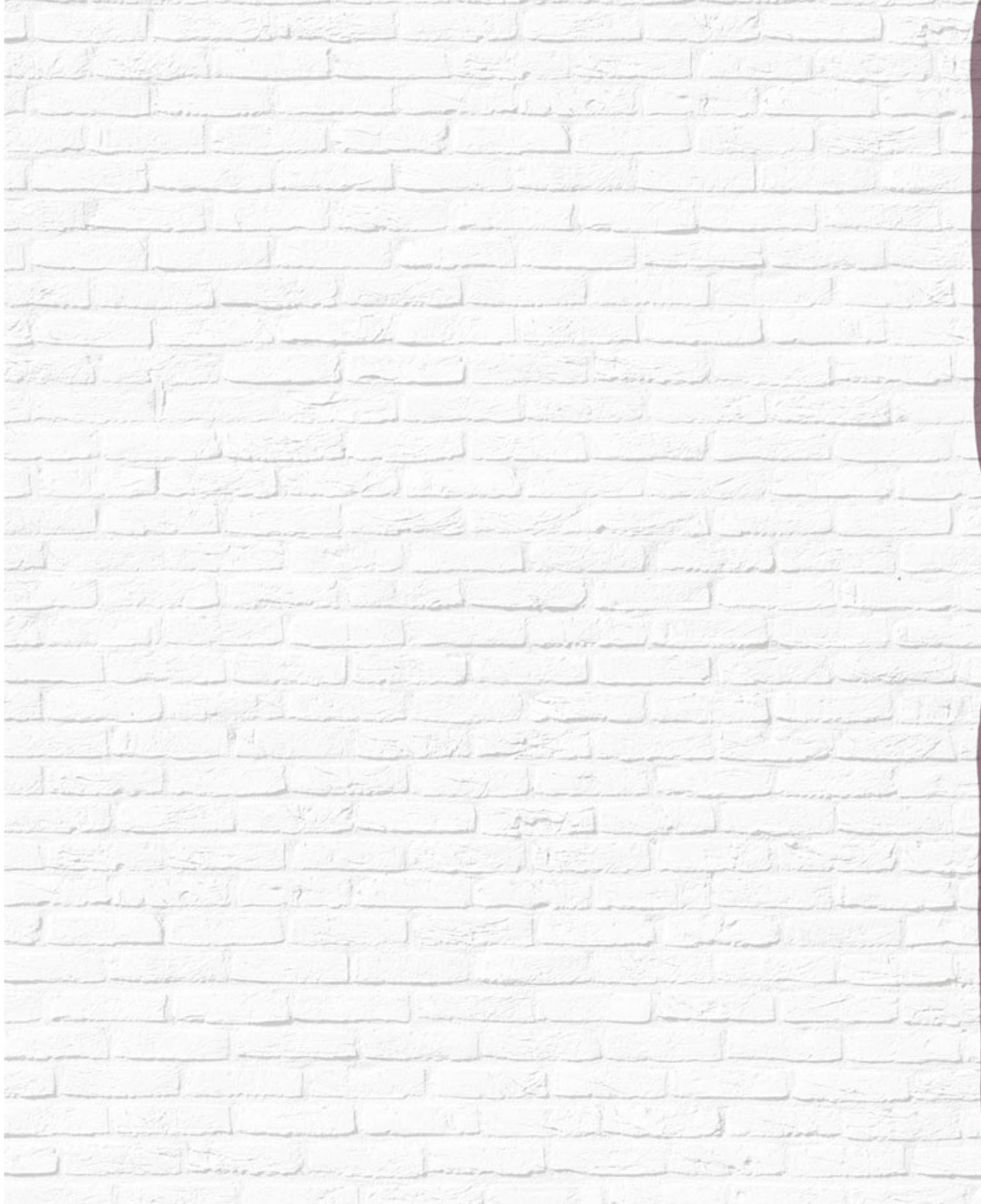
We can all help to create a brighter future – simply by making smart choices.



Quality without compromise

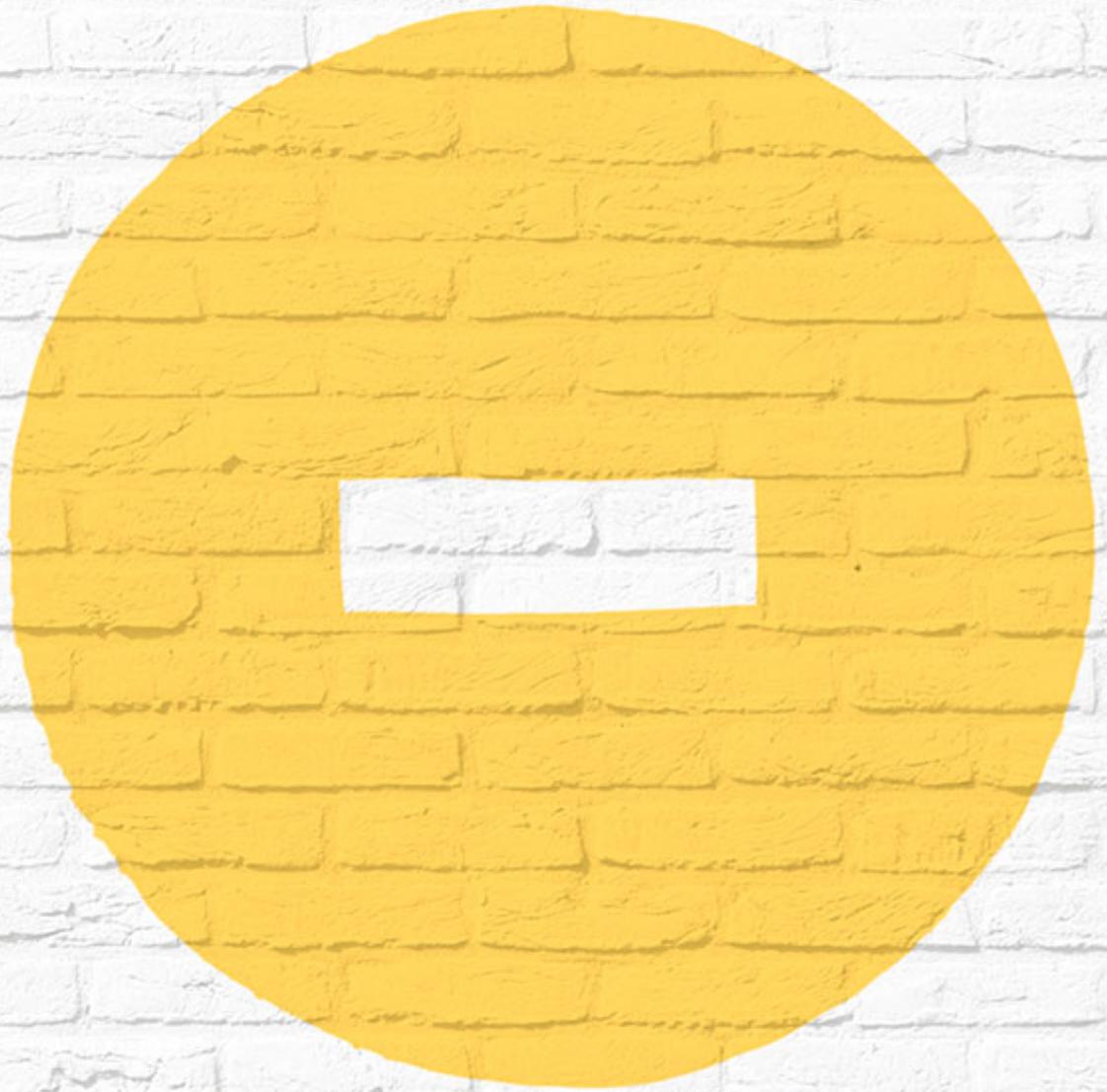
To us, making high quality products and making a positive difference to the planet are two sides of the same coin. And that means making smart decisions about everything that goes into our products, from the energy and water used to the raw materials that go into each tin of paint. It also means minimising the waste created at the factory and using less fuel to get the paint to you.

Less is more



When you choose to use higher quality Dulux paint, you'll notice that you need to use less paint to get a great result. Less paint uses less resources – and a more durable finish for you.

Fresh paint, fresher air



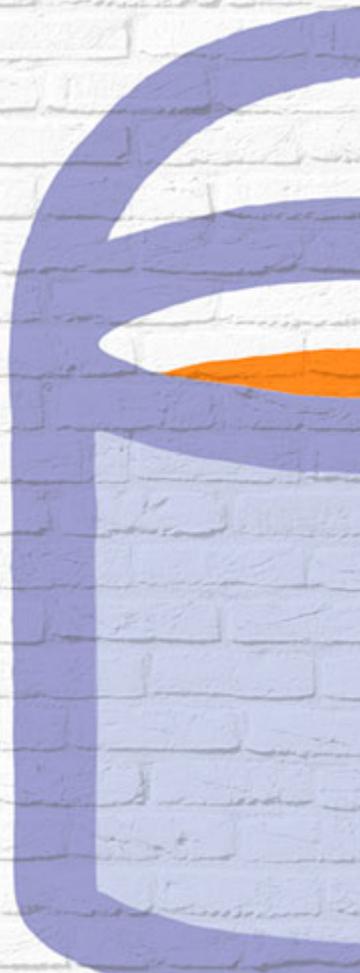
We're also finding clever ways to make environmentally friendly paint nicer to be around. Simply by replacing the solvents traditionally used in paint with water, we're bring you with eco paint that helps making the air smell fresher and improving air quality for us all.

Less packaging



Whenever we make a change to our packaging, we do our best to ensure the new packaging contains less material than before – and the materials that we use not only come from recycled material, but can also be safely recycled at the end of your painting project.

Brighter Communities



All around the world we're using the power of colour and our resources to make a positive difference to people's lives. The Let's Colour project is dedicated to renewing spaces and making the world a brighter place, which we do by donating paint to local community painting projects. Our people also get involved, volunteering to clean up or join in the painting effort. [Find out more about Let's Colour here.](#) [1]

Longer life



We're also working hard to make more of our paints washable with longer-lasting finishes so we can redecorate less frequently. [What kind of paint company wants the world to use less paint?](#) [2] One that believes in "Paint the Future".



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Links

[1] <http://www.letscolourproject.com/>

[2] <https://www.letspaintthefuture.com/>