



CROWN

It's not just paint,  
*it's personal.*

*what's possible?*

colour guide

04 meet our new walls & ceilings range  
introducing our new range, full of possibilities



06 our biggest colour collection  
see what's new in our colour palette and explore our trend colours

08 walls & ceilings  
**colour that's kinder** matt & silk emulsion with our unique breatheasy® formulation

14 easyclean®  
tough, washable and multi surface, for the busiest rooms in your home

22 Crafted™ by Crown  
an exceptional new collection of classic shades and distinctive finishes

30 ELLE Decoration by Crown  
statement colours and endless protection in a flat matt finish for walls and woodwork

36 latest colour influences  
this season's hottest colour trends and influences

38 wood & metal  
protect and personalise by adding finishing touches to woodwork and metal

40 choosing product & colour  
our helpful guide to finding the perfect products and shades for your home

# we help everyone paint their own *possible*

At Crown, we believe that every pot of paint is brimming with potential. And we want to put that in the hands of everyone. Because with paint, you can change a room, change a mood, even change a life.

That's why we want to inspire people to paint their world better, braver and beautifuller (yes that's not a word, but this is paint, you can do anything).

We know what a positive difference we can make to people and our planet, so we'll keep pushing what's possible.

Now and always,

*It's not just paint,  
it's personal.*



city break® walls & ceilings matt emulsion



# meet our *new* walls & ceilings range



colour  
that's  
kinder

We know what a positive difference we can make to people and our planet, so we're pushing what's possible with our paint.

breatheasy  
99% SOLVENT FREE



Packaging made using  
recycled plastic



Our new walls & ceilings collection delivers our most popular formulation in 80 stunning colours, perfect for any room.

The new look and feel embodies everything Crown stands for, brimming with personality and potential to help you paint your own possible.

See pages 6 - 13 for product info, inspiration and colours

80

beautiful colours

30

new colours

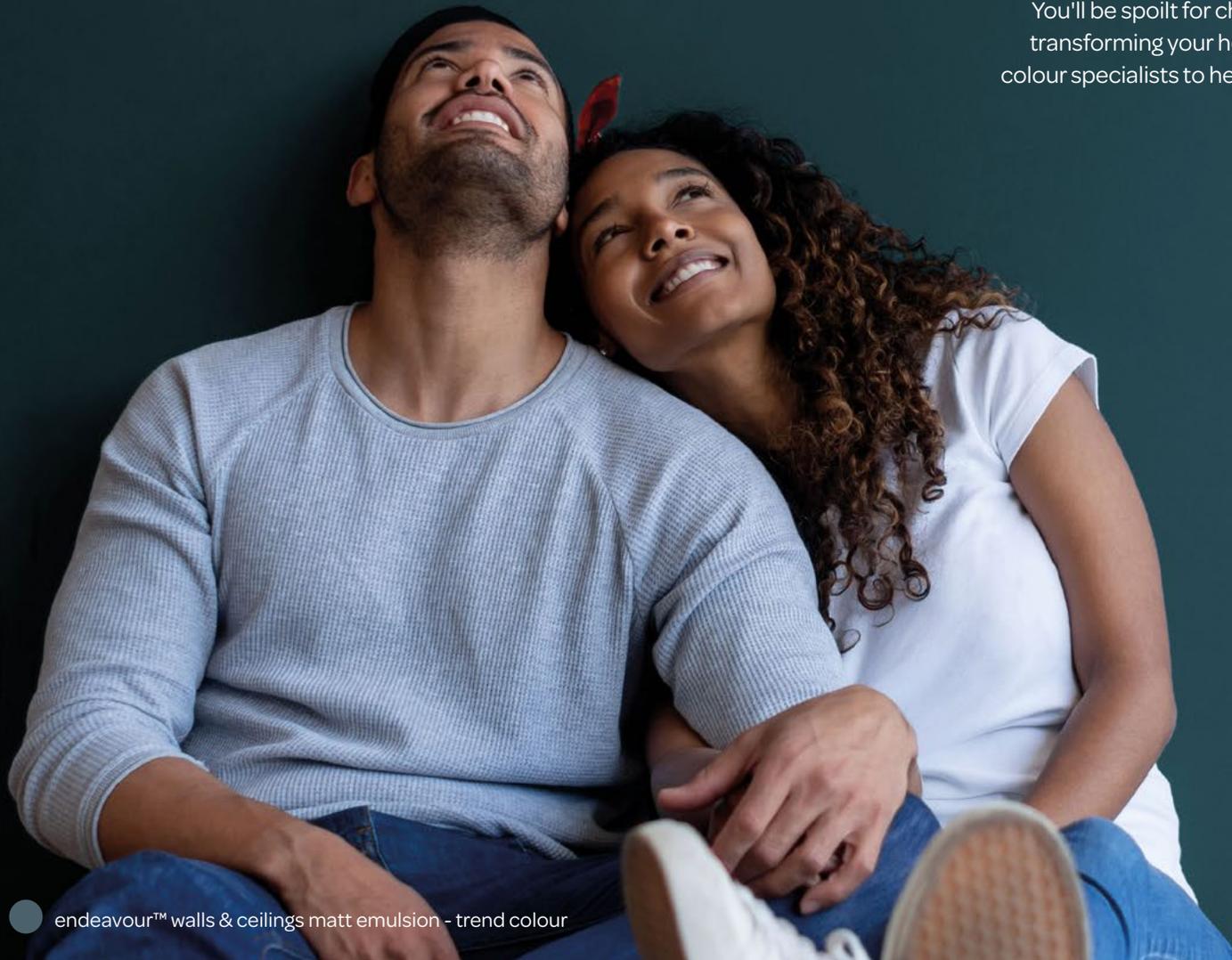
8

trend colours

New extended colour collection, our biggest yet, with 30 new shades and 8 trend colour highlights.

# our *biggest* colour collection

You'll be spoilt for choice with our biggest selection of stunning shades, perfect for transforming your home. Our new trend colours have been curated by our team of colour specialists to help you stay ahead of the curve and be the envy of your friends, neighbours, and - of course - the mother-in-law!



*trend colour™*



Look out for the trend colour badge on our walls & ceilings colour collection.

Pages 12-13

endeavour™ walls & ceilings matt emulsion - trend colour

trend  
colour



# walls & ceilings

matt & silk emulsion

## colour that's kinder

Using carefully selected Vegan Verified ingredients, Crown's unique breatheasy® 99% solvent free formulation offers you the confidence to decorate your home safely. Limiting exposure to airborne triggers of asthma and allergy, it helps create a healthier space for your whole family. And we're pushing what's possible even further with packaging made using recycled plastic.

- thick & creamy
- goes on easily
- covers beautifully



endeavour™ walls & ceilings matt emulsion - trend colour

breatheasy  
99% SOLVENT FREE



# change a room, change a *Mood*

A simple change of colour is often all that's needed to completely transform the look and feel of a space.

Anchor a room with dark, rich hues to provide a cocooning space: a perfect retreat away from a busy world, or use light tones to create a calming space with a clean, light, airy feel.

Whether you want a bold, colour drenched room or you prefer the simplicity of light, muted shades - anything is possible with colour.



*trend  
colour™*



● fairy dust® walls & ceilings matt emulsion

● ruby chocolate™ walls & ceilings matt emulsion - trend colour

● botanical extract® walls & ceilings matt emulsion

whites      creams      neutrals      pinks      yellows      greens      blues      greys

fresh coconut™ S	soft linen S	snowfall® S	organic cloth™	crème de la rose®	sunrise S	botanical extract®	moonlight bay®	spotlight® S	seldom seen® S
chalky white S	ivory cream S	wheatgrass S	mulberry mist™	pashmina® S	happy daze® S	mellow sage S	day dreamer™	taffeta™	early dawn™
milk white S	antique cream S	dash of nutmeg®	soft touch™	fairy dust® S	pale gold	T light fern™	powder blue S	pacific oyster™	salt spray™ S
sail white® S	magnolia S	white pepper®	hare®	le petit palais®	egyptian sand®	T botany bay™	stepping stone®	cloud burst® S	grey putty® S
canvas white®	soft cream S	linen blend™ S	vintage crush™	raspberry souffle™	old gold	T endeavour™	duck egg S	warm winter™	neighbourhood™
cream white S	toasted almond® S	east village®	spring heather™	powdered clay®	mustard jar® S		teal	blue gravel® S	granite dust® S
beige white		picnic basket®	T country farmhouse™	always orchid™	T overjoyed™		palm springs®	city break® S	revolution™
clay white® S			T ruby chocolate™	rhubarb rose™	T saddle stitch™		peek-a-boo blue®	aftershow® S	rebel
quiet time™				heartsoul™			runaway®		
figment™				T winter cherry™			midnight navy®		

# hello colour



Our trend colours are carefully curated by our expert team of specialists and designers who have colour at the heart of everything they do. These specially selected shades will bring a contemporary, on-trend look to your home.

all our featured colours are available in a matt finish  
 S - also available in a silk finish  
 T trend colour

**product key**

walls & ceilings matt & silk emulsion  
 thick & creamy | goes on easily | covers beautifully  
 colour that's kinder - breatheasy® and vegan verified

matt emulsion modern matt finish.  
 silk emulsion gentle soft sheen finish.  
 tester pot 40ml colour tester to try your colours out.

keep it *clean*



**easyclean**<sup>®</sup>  
TOUGH & WASHABLE

Our multi surface easyclean<sup>®</sup> range has a wipe clean formulation perfect for the busy rooms in your home. It's independently tested to be 200 times tougher than standard matt emulsion.\*

- best for toughness
- for walls, ceilings, wood and metal
- hard-working formulations for kitchens and bathrooms



● mustard jar<sup>®</sup> easyclean<sup>®</sup> matt emulsion

● dash of nutmeg<sup>®</sup> easyclean<sup>®</sup> matt emulsion

breatheasy  
99% SOLVENT FREE



98% of Mumsnet testers would recommend easyclean<sup>®</sup> matt emulsion

\*easyclean<sup>®</sup> matt emulsion tested by PRA World Ltd. coatings experts



# the perfect *recipe*



Keeping your kitchen looking pristine can be hard work. Protect your walls from stains, spills and splashes with our easyclean® kitchen matt emulsion, specially formulated with greaseguard+ technology to be moisture and stain resistant. The perfect choice for a busy kitchen.

● simply duck egg® easyclean® kitchen matt emulsion

● powdered clay® easyclean® kitchen matt emulsion



time to  
*relax*



There's no need to worry about toothpaste splashes, soap marks or mould with our easyclean® bathroom emulsion. Formulated with mouldguard+ technology, it is resistant to steam and condensation, so your bathroom will stay looking clean and fresh for longer.

● clay white® easyclean® bathroom mid sheen emulsion

● midnight navy® easyclean® bathroom mid sheen emulsion

whites	creams	neutrals	pinks	yellows	greens	blues	greys	
pure brilliant white <span>E K B</span>	soft linen <span>E</span>	snowfall® <span>E</span>	crème de la rose® <span>E</span>	sunrise <span>E</span>	botanical extract® <span>E</span>	moonlight bay® <span>E</span>	soft steel® <span>B</span>	seldom seen® <span>E</span>
chalky white <span>E</span>	ivory cream <span>E</span>	wheatgrass <span>E B</span>	pashmina® <span>B</span>	mustard jar® <span>E K</span>	soft lime <span>E</span>	platinum <span>B</span>	splash of pepper® <span>K</span>	sugar bowl® <span>K</span>
milk white <span>E B</span>	antique cream <span>E</span>	dash of nutmeg® <span>E</span>	fairy dust® <span>E</span>		spice rack® <span>K</span>	marble top® <span>K</span>	spotlight® <span>E</span>	smoked glass® <span>E</span>
sail white® <span>E</span>	almond cream® <span>K</span>	afternoon tea® <span>K</span>	powdered clay® <span>E K B</span>		mellow sage <span>E</span>	soft duck egg <span>B</span>	cloud burst® <span>E</span>	grey putty® <span>E K</span>
clay white® <span>E B</span>					emerald vision® <span>K</span>	simply duck egg <span>K</span>	linen cupboard® <span>B</span>	granite dust® <span>E</span>
milk bottle® <span>K</span>						duck egg <span>E</span>	blue gravel® <span>E B</span>	city break® <span>E K</span>
						teal <span>E K B</span>	tin bath® <span>B</span>	rebel <span>E B</span>
						runaway® <span>K B</span>	aftershow® <span>E K B</span>	
						midnight navy® <span>E B</span>		

# take it *easy*

Need your paint to stand up to the stresses and strains of daily life? With plenty of shades to choose from, our tough and washable easyclean® range is as colourful as it is practical.

## product key

easyclean®  
tough and washable  
multi surface emulsion  
hard-working formulations  
for walls, ceilings, wood  
and metal.

**matt emulsion**  
best for toughness,  
perfect for all busy  
rooms in your home.



**kitchen matt emulsion**  
greaseguard+  
technology, moisture  
and stain resistant.



**bathroom mid sheen emulsion**  
mouldguard+  
technology, condensation  
and steam resistant.



**tester pot**



40ml  
colour tester  
to try your  
colours out.

**E** - easyclean® matt  
**K** - easyclean® kitchen  
**B** - easyclean® bathroom

# crafted to feel *amazing*

Our rich and creamy  
Luxurious Flat Matt finish  
glides effortlessly onto walls,  
ceilings and wood to create a  
seamless look that feels soft  
and warm to the touch.



By Appointment to  
Her Majesty The Queen  
Manufacturers of Paints  
Crown Paints Limited  
Darwen, Lancashire

CRAFTED IN  
LANCASHIRE  
ENGLAND  
SINCE 1777

## CRAFTED™

by CROWN

Classic artisanal shades meet stylish textures in this exceptional new collection of decorative paints, which have been expertly curated to let you add more than just colour to your room.

These classic and timeless hues, available in three unique finishes, add a touch of luxury and decadence to any space.



- clay like™ Crafted™ by Crown luxurious flat matt finish
- indulgence™ Crafted™ by Crown luxurious flat matt finish





# feel the difference

The Suede Textured finish from our Crafted™ by Crown collection gives walls a unique subtle textured effect, achieved using natural ground olive stones.





# shimmer

and shine

With an understated shimmering effect, the Lustrous Metallic finish from our Crafted™ by Crown collection can be used to create a striking feature wall or add a touch of luxury to wood and metal.



- millionaire® Crafted™ by Crown lustrous metallic finish
- leatherbound™ Crafted™ by Crown luxurious flat matt finish

whites	neutrals	pinks	greys	blues	greens	metallic	suede
cotton cloth™	clay like	quiet space™	sketch pad™	watermark™	poetry™	entice®	fawn
gallery wall™	reframed™	softly does it™	soft scribbles™	blue glaze™	sow good™	striking	taupe
writing paper™	market day™	music box™	clean slate™	scrapbook™	craft fair™	copper	chocolate
best china™	drawing board™	cross stitch™	needles & pins™	curiosity™	family tree™	millionaire®	soft grey
collector's white®	potted history™	one of a kind™	memory lane™	feeling free™	ivy grey™	rose gold	mid grey
woven calico™	sewing bee	made with love	quarried stone™	indulgence®	collage™	sophistication®	dark grey
new chapter™	rustic twine™	ceramic kiln™	calligraphy™	abstract art™	button box™	pewter	
recipe book™	yarn™	leatherbound™	work of art™	printworks™	genuine®	granite top®	

### product key

**Crafted™ by Crown** in three distinctive and tactile finishes.

**luxurious flat matt**  
rich and creamy, glides on effortlessly for a soft flawless finish, for interior walls and wood.



**suede textured finish**  
incorporates ground olive stones to create a soft, natural brushed effect, for interior walls.



**lustrous metallic finish**  
the look of shimmering metal for interior feature walls, wood and metal.



**real paint swatches**  
available for each of the Crafted™ by Crown colour families and finishes.



lovingly  
*crafted*

Real Paint Swatches are available for each of the Crafted™ by Crown colour families and finishes. Use on any wall in any room - no mess, no fuss. They're handy for creating colour schemes when selecting fabrics and accessories. Plus they're fully recyclable.



# statement colours



# ELLE DECORATION

by CROWN

Combining 200 years of British colour heritage with a world-leading eye for sophisticated interior design.

ELLE Decoration by Crown offers statement colours and endless protection in a perfect flat matt finish for walls and woodwork.



● pure & simple™ No. 601 ELLE Decoration by Crown

● tailored No. 451 ELLE Decoration by Crown



breathesasy  
99% SOLVENT FREE



\*than our standard matt paint



# high fashion

ELLE Decoration by Crown has been specially developed by colour and interior design experts to provide a stunning and diverse colour palette for those who set their own trends.

“ELLE Decoration and Crown share a passion for innovation - pushing boundaries to shape and define the trends, instead of following them - as well as a commitment to premium, high-quality products. Selected for their sophistication, these paint shades will allow people to display their personal style at home.”

Ben Spriggs  
Editor, ELLE Decoration UK



● white feather™ No. 604 ELLE Decoration by Crown

● enchanted ivy™ No. 362 ELLE Decoration by Crown

obsidian	drift	botanical	crafted	powder	feather				
soft alabaster™ No. 104	crystallised™ No. 109	light breeze™ No. 201	revival™ No. 302	white grass™ No. 305	stitch in time™ No. 402	hand crafted No. 404	translucent™ No. 502	fine porcelain™ No. 506	pure & simple™ No. 601
sidewalk No. 111	pure minerals™ No. 124	wave after wave™ No. 212	silver sage No. 311	organic™ No. 317	satin lining™ No. 415	tapestry thread™ No. 418	delicate touch™ No. 511	highlight No. 514	white feather™ No. 604
bare concrete No. 132	crushed moonstone™ No. 141	open water™ No. 217	trailing plant™ No. 323	earth balance® No. 328	personal touch No. 429	weaved™ No. 438	matted off™ No. 517	flawless No. 527	angelic™ No. 606
sculpture™ No. 147	stoneware No. 162	movement™ No. 242	exotic No. 342	mustard field™ No. 345	velvetine™ No. 442	tailored No. 451	natural look™ No. 531	raw beauty™ No. 539	so gentle™ No. 611
rock solid No. 173	rooftop™ No. 181	into the blue™ No. 251	enchanted ivy™ No. 362	go green™ No. 368	colourfast™ No. 457	cushion craze™ No. 468	blended™ No. 545	powder brush™ No. 557	heart felt™ No. 621
absolute granite™ No. 189	black glass™ No. 194	immersed™ No. 275	botanical noir™ No. 374	forest vista™ No. 392	pigment No. 472	tufted kilim™ No. 492	refined No. 565	delicately dark™ No. 568	nestled™ No. 625

# style & sophistication

**product key**



**ELLE Decoration by Crown**  
Statement colours and endless protection in a perfect flat matt finish for walls and woodwork.

**tester pot**  
Large 125ml colour tester to help you choose your colours with confidence.



# summer dreams

"Bring the outdoors in and breathe... light floods in and creates a space to appreciate nature. Soothing, muted greens entwine with dusky greys and gentle blues."

Lisa Miller  
Crown Trends Panellist



● needles & pins™ Crafted™ by Crown luxurious flat matt finish

● curiosity™ Crafted™ by Crown luxurious flat matt finish

# winter warmers

"This colour palette is very well balanced and conveys stability. Its neutral and earthy tones are inspired by natural materials and help to create spaces full of warmth and comfort."

Justyna Korczynska  
Crown Trends Panellist



● saddle stitch™ walls & ceilings matt emulsion - trend colour

● leatherbound™ Crafted™ by Crown luxurious flat matt finish

# finishing touches



## wood & metal

The finishing touches to a room make all the difference. Paint your cornices, doors and skirting boards, or add a lick of paint to your furniture to bring it back to life.

We provide three different finishes for your woodwork and metal. Choose the look that compliments your individual style.

- gloss - provides a high sheen look which is great for highlighting points of interest in a room such as cornices, doors and skirting boards.
- satin - this softer finish is a popular choice for achieving mid sheen on woodwork.
- eggshell - with a more subtle low sheen finish, eggshell offers a timeless, understated effect.

Remember:  
If you're painting an entire room, you should leave your woodwork and skirting boards until last to achieve a really slick end result.

pure brilliant white	milk white	winterbloom	soft linen	delicate cream	antique cream
clay white®	cream white	magnolia	soft cream	ivory cream	wheatgrass
smoky mist®	cloud burst®	duck egg blue	tibetan gold®	toasted almond®	country beige
steel drum®	soft shadow®	regal blue	mellow sage	flame red	chestnut
jet black	midnight coal®	oxford blue	scottish pine®	burgundy	

**product key**

- ◆ non drip satin
- ▲ non drip gloss
- ◆ quick dry satin
- ✦ quick dry gloss
- aquaflow® satin
- aquaflow® gloss
- ⚙ liquid gloss
- ▶ solo® satin
- ◀ solo® gloss
- eggshell

To find out more about our wood & metal products see pages 42 - 44



aquaflow®, non drip satin & quick dry satin are available in breatheasy®

# choosing paint - emulsion

Painting your bathroom? No problem. Looking for a sleek flat matt finish? We've got just the thing! Use this guide to find the right paint for every project.

No matter the task and whatever the room, Crown paints has the product for you. With an extensive palette of colours across multiple ranges, from tough and washable formulations to unique textures, you'll find your perfect paint.

Explore our eco-friendly Real Paint Swatches for 100% accurate colour sampling that can be moved from wall to wall with no mess or fuss.



## Testers and Real Paint Swatches

Choose colour with confidence. Try out shades in your home with our testers and Real Paint Swatches.

For more information visit [crownpaints.co.uk](http://crownpaints.co.uk)

		COLOUR THAT'S KINDER		TOUGH & WASHABLE			UNIQUE FINISH			
		walls & ceilings matt emulsion	walls & ceilings silk emulsion	easyclean® tough and washable emulsion	easyclean® kitchen washable emulsion	easyclean® bathroom washable emulsion	ELLE Decoration by Crown	Crafted™ by Crown luxurious flat matt	Crafted™ by Crown suede textured	Crafted™ by Crown lustrous metallic
										
		great for bedrooms & living rooms see pages 4 - 13	great for bedrooms & living rooms see pages 4 - 13	great for busy and hard-working rooms see pages 14 - 21	ideal for kitchen walls, wood and metal see pages 14 - 21	ideal for bathroom walls, wood and metal see pages 14 - 21	high fashion colours for walls and woodwork see pages 30 - 35	timeless shades for walls and woodwork see pages 22 - 29	great for adding texture to your statement walls see page 22 - 29	great for statement walls and features see page 22 - 29
AREA	walls & ceilings	✓	✓	✓	✓	✓	✓	✓	✓	✓
	woodwork			✓	✓	✓	✓	✓		✓
	metal			✓	✓	✓				✓
	kitchen				✓		✓			
	bathroom					✓	✓			
PROPERTIES	tough & washable			✓	✓	✓	✓			
	breatheasy®	✓	✓	✓	✓	✓	✓	✓		
	vegan verified	✓	✓							
FINISH	matt finish	✓		✓	✓		✓			
	silk finish		✓							
	mid sheen finish					✓				
	unique finish							✓	✓	✓

# choosing paint - wood and metal

crownpaints.co.uk

Visit our website for our full range of products, colours and inspiration.



LOW SHEEN	MID SHEEN				HIGH SHEEN				
eggshell	aquaflow® quick dry satin	quick dry satin	non drip satin	solo® one coat satin	aquaflow® quick dry gloss	quick dry gloss	non drip gloss	solo® one coat gloss	liquid gloss
									
low sheen wipeable finish	advanced water based technology; easy to apply and quick drying	easy to apply and quick drying, touch dry in 1 hour	no drips, no mess, easy to apply	quick and easy one coat coverage to save you time	advanced water based technology; easy to apply and quick drying	easy to apply and quick drying, touch dry in 1 hour	no drips, no mess, easy to apply	quick and easy one coat coverage to save you time	high gloss professional finish

PREP PRODUCTS		
aquaflow® primer & undercoat	undercoat	mdf primer
		
advanced water based technology; easy to apply and quick drying; for use with aquaflow® gloss or satin	protective basecoat that seals and prepares	primer and undercoat for mdf, touch dry in 1 hour

	FINISH	FINISH									
		eggshell finish									
	satin finish		✓	✓	✓	✓					
	gloss finish						✓	✓	✓	✓	✓
AREA	inside only	✓	✓	✓	✓	✓					
	inside & outside						✓	✓	✓	✓	✓
PROPERTIES	quick drying		✓	✓	✓		✓	✓			
	non drip				✓			✓			
	one coat finish					✓			✓		
	water based		✓	✓	✓		✓				
	breathesasy®		✓	✓	✓		✓				
COLOUR	pure brilliant white	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	colour options				✓			✓			

wood primer & undercoat	stain block primer	multi surface primer & undercoat
		
protective basecoat, seals and prepares wood, touch dry in 30 minutes	protective basecoat for problem stains on ceilings, walls, wood & metal	prepare to paint - whatever the surface

quick dry primer & undercoat	basecoat	ceiling paint
		
touch dry in 1 hour	conceals dark colours, covers hairline cracks	applies with fewer drips, covers hairline cracks

## exterior projects

**Rain resistant?** Yes.

**Sun resistant?** Yep.

**Dirt resistant?** You betcha.

**More rain resistant?**

Well yeah, this is Britain.



If it's outside,  
**WE'VE GOT IT COVERED.**

sandtexpaints.com



If it's worth **doing**,  
it's worth **Sadolin**.

sadolin.co.uk

# choosing colour

Use our Real Paint Swatches to select your perfect colour. You can take the samples with you when you're shopping for furniture and accessories or have a play at creating colour schemes for your rooms.

They're also completely recyclable, making them better for the environment too.

## 1 get inspired

Do you have a colour scheme in mind? Is there a shade that makes you feel great? Whatever your inspiration, we'll help you find the right colours for your home.

## 2 check out our colour charts

With over 200 shades, grouped in easy to follow colour families, you're guaranteed to find the perfect scheme.

## 3 try your colours out

Our Real Paint Swatches and tester pots are the perfect way to choose your colours with confidence. Use them at home at various times of day and in different lighting to help you find a colour you'll love from morning 'til night.



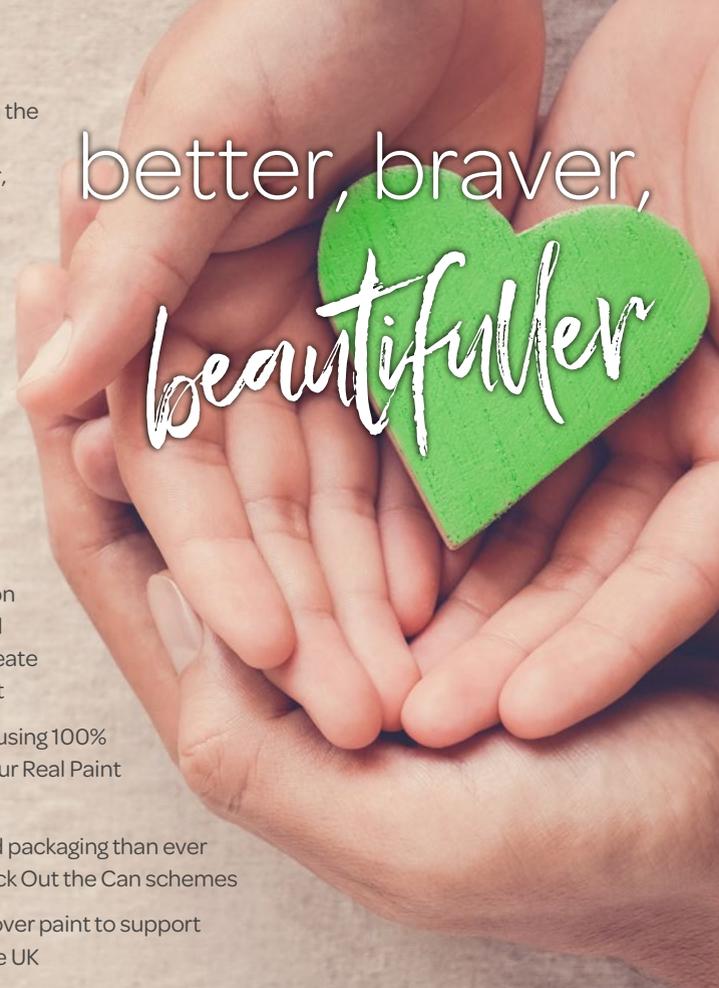
We're constantly pushing what's possible to reduce our impact on the environment and want to inspire people to paint their world better, braver and beautifuller (yes that's not a word, but this is paint, you can do anything).

From creating and recycling products responsibly, to making a positive difference to our local communities, we're on a mission to create a brighter and more sustainable future for everyone.

- Look out for ranges with our unique breatheasy® formulation - they are 99% solvent free and scientifically proven to help create a healthier indoor environment
- All our plastic packs are made using 100% recycled plastic content and our Real Paint Swatches are fully recyclable
- We're recycling more paint and packaging than ever before via our Can Back and Kick Out the Can schemes
- We collect and repurpose leftover paint to support community projects across the UK
- We're proud of our heritage and are committed to brightening up Britain one colourful mural at a time

Want to know more? Head over to [crownpaints.co.uk](https://crownpaints.co.uk)

better, braver,  
beautifuller



**CROWN PAINTS**

Crown, the Crown Logo, breatheasy®, easyclean®, Greaseguard™, Mouldguard™, Crafted™ by Crown and all the colours marked TM or ® are trade marks of Crown Brands Ltd. © Crown Paints 2022

Crown Paints Ltd. PO Box 37, Hollins Road, Darwen, Lancashire, BB3 0BG. Telephone 01254 704951



A part of **HEMPEL**



Lines open Monday - Friday  
8:30 am - 5:30 pm (except Bank Holidays)  
Calls charged at the national rate.

Follow us on

Advice from Crown

We make every effort to ensure perfect colour reproduction, but owing to print limitations the colours may not match exactly. Please check for colour accuracy prior to application. Crown Paints is not liable for decorating costs caused as a result of an incorrect colour being applied. In line with our policy for continuous improvement Crown Paints Ltd. reserves the right to alter product specification without notice.

Please recycle after use.



[www.carbonbalancedpaper.com](https://www.carbonbalancedpaper.com)  
CBP010355



6062074

FSC® C018102