



CROWN

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

(new and
2023
updated)

what's possible?

colour guide

- 04 colour that's kinder
pushing what's possible
with our paint
- 06 our biggest colour collection
see the highlights of our colour palette
and explore our trend colours
- 08 walls & ceilings
vegan verified matt and 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 collection of classic shades
and distinctive finishes for walls and woodwork
- 30 ELLE Decoration by Crown
statement colours and endless protection
in a flat matt finish for walls and woodwork
- 36 latest colour insights
this season's hottest colour
trends and influences
- 38 choosing product
our helpful guide to find the perfect
product for your decorating project



meet our new
wood & metal range
introducing our new and
improved range of primers and
wood and metal paints.

See pages 40 - 41 for product info

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,

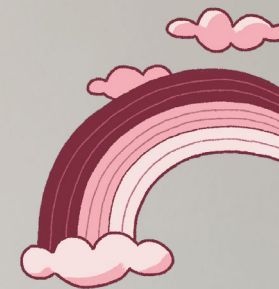
*It's not just paint,
it's personal.*

Cover image | collage™ Crafted™ by Crown
luxurious flat matt finish

city break® walls & ceilings matt emulsion



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

The fun 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

8

trend
colours

our *biggest* colour collection

You'll be spoilt for choice with our biggest selection of stunning shades, perfect for transforming your home. Our 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



endeavour®

botany bay®

light fern®

overjoyed®

saddle stitch®

country
farmhouse®

ruby chocolate®

winter cherry®

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

Pages 12-13

saddle stitch® 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



breatheasy
99% SOLVENT FREE



endeavour® walls & ceilings matt emulsion - trend colour

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®				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®
TOUGH & WASHABLE

Our multi-surface easyclean® 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



breatheasy
99% SOLVENT FREE



98% of Mumsnet testers would recommend easyclean® matt emulsion

*easyclean® matt emulsion tested by PRA World Ltd. coatings experts

- mustard jar® easyclean® matt emulsion
- dash of nutmeg® easyclean® matt emulsion



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	pink	yellow	green	blue	grey
<div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div></div></div></div><div><div><div><div></div><div></div></div></div></div></div></div></div>							

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.



CRAFTED IN
LANCASHIRE
ENGLAND
SINCE 1777

CRAFTED™ by CROWN

Classic artisanal shades meet stylish textures in this exceptional 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

breatheasy
99% SOLVENT FREE



SUPPORTING
EXCELLENCE
IN BRITISH
CRAFTSMANSHIP





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.



fawn Crafted™ by Crown suede textured finish



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.



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®	

lovingly
crafted

Real Paint Swatches are available for each of the Crafted™ by Crown colours 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.



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 and wood.



real paint swatches

available for each of the Crafted™ by Crown colour families and finishes.



statement colours



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

● tailored No. 451 ELLE Decoration by Crown



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.



breatheasy
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."

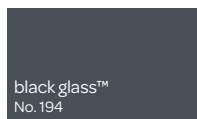
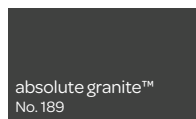
Ben Spriggs
Editor, ELLE Decoration UK



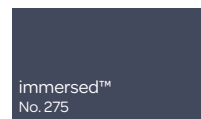
● white feather™ No. 604 ELLE Decoration by Crown

● enchanted ivy™ No. 362 ELLE Decoration by Crown

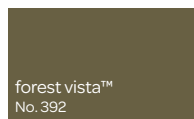
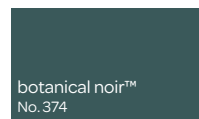
obsidian _____



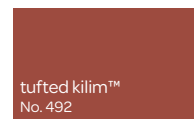
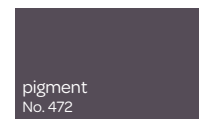
drift _____



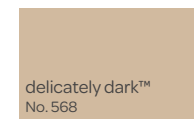
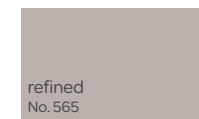
botanical _____



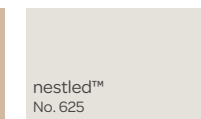
crafted _____



powder _____



feather _____



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.



create a *quiet* space

"This palette provides a quietly beautiful backdrop, creating a space that is inviting and restorative to our senses. Colours are gentle and neutral to harmonise within a quiet and well-balanced space"



Justyna Korczynska
Crown Colour Insights
Panellist

east village® walls & ceilings matt emulsion

antique cream walls & ceilings matt emulsion

bring in the *joy*

"Have fun and experiment with the playful palette of our candy-coloured sweet shop shades. Use every surface of a room, zone areas and add structure to make your own vision come alive with bold, wide stripes that bring energy and vibrancy."



Lisa Miller
Crown Colour Insights
Panellist

day dreamer® walls & ceilings matt emulsion

saddle stitch® walls & ceilings matt emulsion - trend colour

overjoyed® walls & ceilings matt emulsion - trend colour

le petit palais® walls & ceilings matt emulsion

collage® Crafted™ by Crown luxurious flat matt finish

soft cream walls & ceilings matt emulsion

choosing paint - emulsion

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
✓	✓	✓	✓	✓	✓	✓	✓	✓
		✓	✓	✓	✓	✓		✓
		✓	✓	✓				
			✓		✓			
				✓	✓			
		✓	✓	✓	✓			
✓	✓	✓	✓	✓	✓	✓		
✓	✓							
✓		✓	✓		✓	✓	✓	
	✓							
				✓				
						✓	✓	✓

Use this guide to find the right paint for every project.

No matter the task and whatever the room, Crown has the paint 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.



Try out shades in your home.

Choose colour with confidence with our **testers** or 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.


















Scan to order your Real Paint Swatches now!

For more information visit crownpaints.co.uk

choosing primers and wood & metal paint

Keep an eye out for our handy product icons in store to help find the perfect paint for your needs:

-  Quick Dry
-  One Coat
-  Non Drip


		HIGH SHINE			MID SHINE		LOW SHINE	PREPARATION		
		 quick dry gloss	 one coat gloss	 non drip gloss	 quick dry satin	 one coat satin	 quick dry eggshell	wood & MDF primer & undercoat	multi- surface primer & undercoat	walls & ceilings stain block primer
										
		choose convenience, touch dry in 1 hour	save time and effort, covers in one coat	avoid drips and mess, easy to apply	choose convenience, touch dry in 1 hour	save time and effort, covers in one coat	choose convenience, touch dry in 1 hour	prepare bare wood and MDF, touch dry in 1 hour	prepare surfaces and block stubborn stains, touch dry in 30 minutes	block stains on walls and ceilings
AREA	interior & exterior	✓	✓	✓	✓	✓	✓	✓	✓	
	interior only									✓
PURPOSE	wood, metal & PVCu	✓	✓	✓	✓	✓	✓		✓	
	wood & MDF	✓	✓	✓	✓	✓	✓	✓	✓	
	multi-surface								✓	
	walls & ceilings								✓	✓
PROPERTIES	quick drying	✓			✓		✓	✓	✓	✓
	easy to apply	✓	✓	✓	✓	✓	✓	✓	✓	✓
	self-undercoating		✓			✓				
	water based	✓			✓		✓	✓	✓	✓
	breatheasy®	✓			✓		✓			
	vegan verified	✓			✓		✓	✓	✓	✓
	stain block technology								✓	✓


The finishing touches make all the difference.


Paint your interior doors, skirting boards and banisters or bring new life to exterior railings, doors and window frames, all in a tough and durable finish.

Use this guide to find the right paint for every project.

Colour availability:

 pure brilliant white available in quick dry gloss/satin/eggshell, one coat gloss/satin, non drip gloss

 anthracite available in quick dry gloss/satin

 jet black available in quick dry gloss/satin

quick dry gloss/satin/eggshell are:

 breatheasy
99% SOLVENT FREE



choosing colour

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 for you.

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.

Order your Real Paint Swatches online at crownpaints.co.uk



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 create colour schemes for your rooms.

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



Scan to order your Real Paint Swatches now!



● botanical extract®
walls & ceilings matt emulsion

exterior projects

Rain resistant? Yes.

Sun resistant? Yep.

Dirt resistant? You betcha.

More rain resistant?

Well yeah, this is the UK.



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

sandtexpaints.com



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

sadolin.co.uk

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 UK one colourful mural at a time

Want to know more? Head over to crownpaints.co.uk

better, braver,
beautifuller



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 2023



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
CBP019758



6063564