



Since 1858 millions of customers have chosen Lechler paints in the Industry, Refinish, Decorative, Yachting and Habitat sectors identified by the five brands of the group.

After more than 150 years, approximately 600 people contribute their abilities and passion to the work of research, development, production and marketing of paint products and the training of users.

In Europe the head office of Lechler is located in Como while the production sites are in Como, Seregno and Foligno. There are the four branches in Manchester (UK), Grenoble (France), Barcelona (Spain) and Kassel (Germany). In Brazil the company operates in the production site and branch of Parai (Rio Grande do Sul) and the branches of Rio Negrinho (Santa Catarina), Tocantins (Minas Gerais) and Paulínia (São Paulo).

**Lechler Tech is a reference brand for industrial companies who want to use coatings to add competitive value to their products in terms of aesthetics, strength and durability:**  
*Wherever paint matters!*





Color Design is the Lechler's new concept that combines chemical development with the evolution of the language of colour.

#### **Lechler since 1858**

For over a century, we have been promoting the culture of colour. We know the language, and the neologisms; we study the trends and future scenarios. But above all, we own the technology to produce all these things. Finally, the "colour idea" has become a determining element in the design of a space, room or object.

#### **...and we won't stop colouring the world.**

The Color Design Project by Lechler, organized in partnership with the industrial designer Francesca Valan, provides indications, suggestions and technical information to make choosing colour and finishes easier.

Lechler Color Design projects: Color Trainer by Chrèon for Decorative, Color Trend Consultant by Lechler Tech for Industry and Color Trend Habitat by IVE for Habitat.



## Color Trend Consultant

Color Trend Consultant is the project that presents new finishes with trendy colours for industrial products.

Wherever paint matters colour is an important added value that can enhance the precious features of an object, endowing it with the capacity to arouse emotion.

Color Trend Consultant is a must for industries, decision makers, style centres and designers who design objects that will be marketed in the short and medium term.

# Classics Timeline

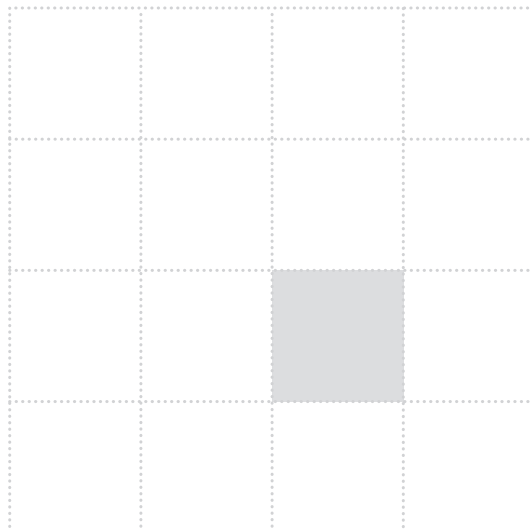
The classics are inspired by the historic colours of Italian and European culture; white, red, green and blue colours are a constant palette of our past.

They have a central position and can interpret different languages, from Minimal to Glam, from Natural to Chromatic.

In this collection they have been revisited with gloss finishes and new saturated colours to adapt them to the aesthetic and ecological demands of new basic products, that will have to appear less in order to last longer.

NATURAL

GLAM



MINIMAL: Language characterised by geometric shapes and neutral colours.

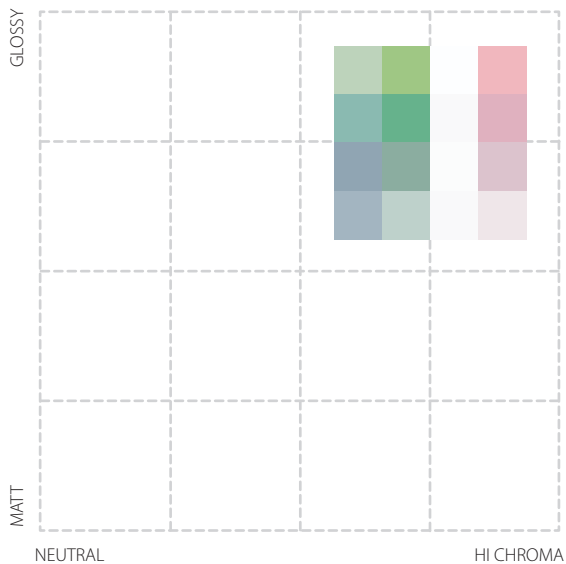
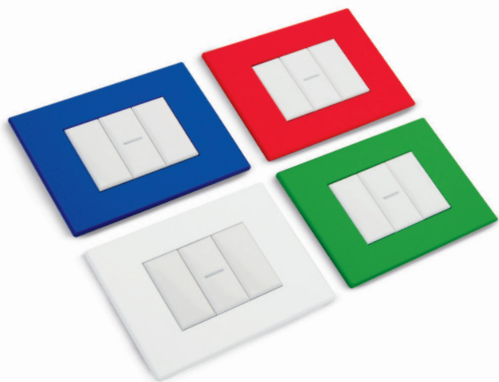
NATURAL: Language characterised by woods and stone materials in their natural finishes.

CHROMATIC: Language characterised by the usage of colour as a leading feature.

GLAM: Language characterised by the usage of classic shapes and sophisticated finishes.

MINIMAL

CHROMATIC



# Classics

## Colour card

This collection consists of 4 ranges:  
WHITE, RED, GREEN and BLUE characterised by gloss  
(60 gloss) and super gloss finishes (90 gloss).  
White opens the collection with three cold tones:  
Pure, Pearl and Off White.

Red, Green and Blue are scaled according  
to saturation and finish:

- Accent: solid, pure and gloss colours;
- Metallic: higher saturated metallic colours;
- Dark: super gloss and dark colours.

Classic colours prefer single colour patterns, but the  
range also allows monochromatic, two-colour and  
polychromatic patterns.

Some application examples on different material  
substrates are shown in the following pages.



# Color Proposal: colour combinations

183  
**PURE WHITE**  
*TITANIUM*



186  
**ACCENT RED**



192  
**ACCENT GREEN**  
*ETRURIAN*



189  
**ACCENT BLUE**  
*NAVY*



183  
**PURE WHITE**  
*TITANIUM*



186  
**ACCENT RED**



192  
**ACCENT GREEN**  
*ETRURIAN*



189  
**ACCENT BLUE**  
*NAVY*



182  
**PEARL WHITE**  
*SILK*



Range



Range



White

182  
**PEARL WHITE**  
*SILK*



181  
**OFF WHITE**  
*BARITE*



184  
**DARK RED**  
*CARMINE*



185  
**CLASSIC RED**  
*METALLIC*



190  
**DARK GREEN**  
*VIRIDIAN*



190  
**DARK GREEN**  
*VIRIDIAN*



191  
**CLASSIC GREEN**  
*METALLIC*



187  
**VERY DEEP BLUE**  
*PRUSSIAN*



187  
**VERY DEEP BLUE**  
*PRUSSIAN*



188  
**CLASSIC BLUE**  
*METALLIC*



186  
**ACCENT RED**



192  
**ACCENT GREEN**  
*ETRURIAN*



Bichromatic



Monochromatic



Monochromatic

# 60 Gloss Classics

---

*One coat 60 Gloss solution  
with direct adhesion  
on plastics, metal and glass.  
Colour: Pastel  
Product: 2K PLASTICGRIP*

---

The choice of this rapid and cheap painting process gives the item painted with **2K PLASTICGRIP** a pleasant, scratch and detergent resistant, gloss effect.

These colours refresh classical colours with new saturated colours. A simple, solid and gloss finish is associated with the highest saturation.

They are suitable to highlight some object's parts or for small manufactured items aimed at emphasising space. This range has been conceived for monochromatic or polychromatic patterns and has been designed to create an optimised four-variant range.



183  
**PURE WHITE**  
TITANIUM



186  
**ACCENT RED**



192  
**ACCENT GREEN**  
*ETRURIAN*



189  
**ACCENT BLUE**  
*NAVY*

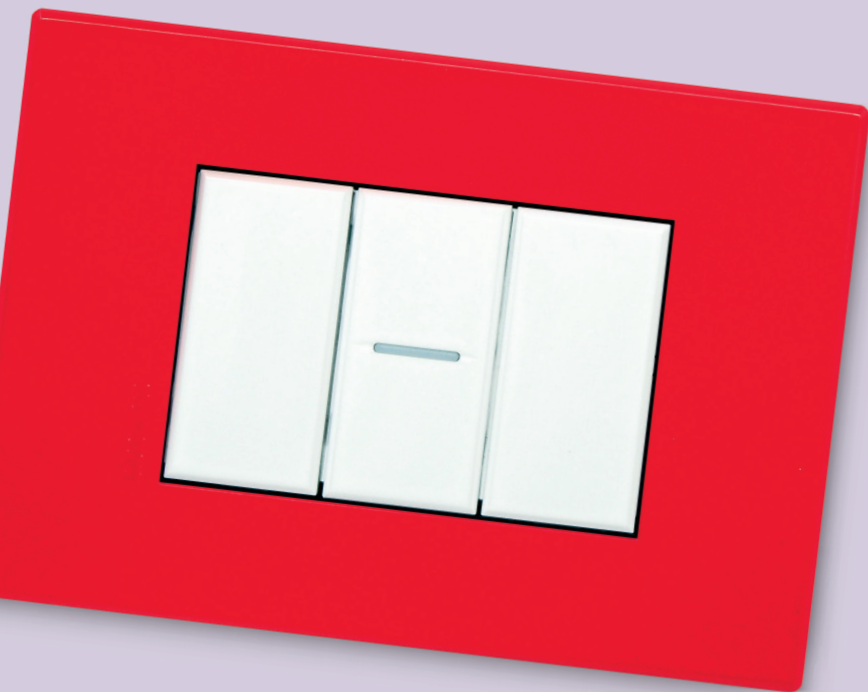


## SWITCH PLATES

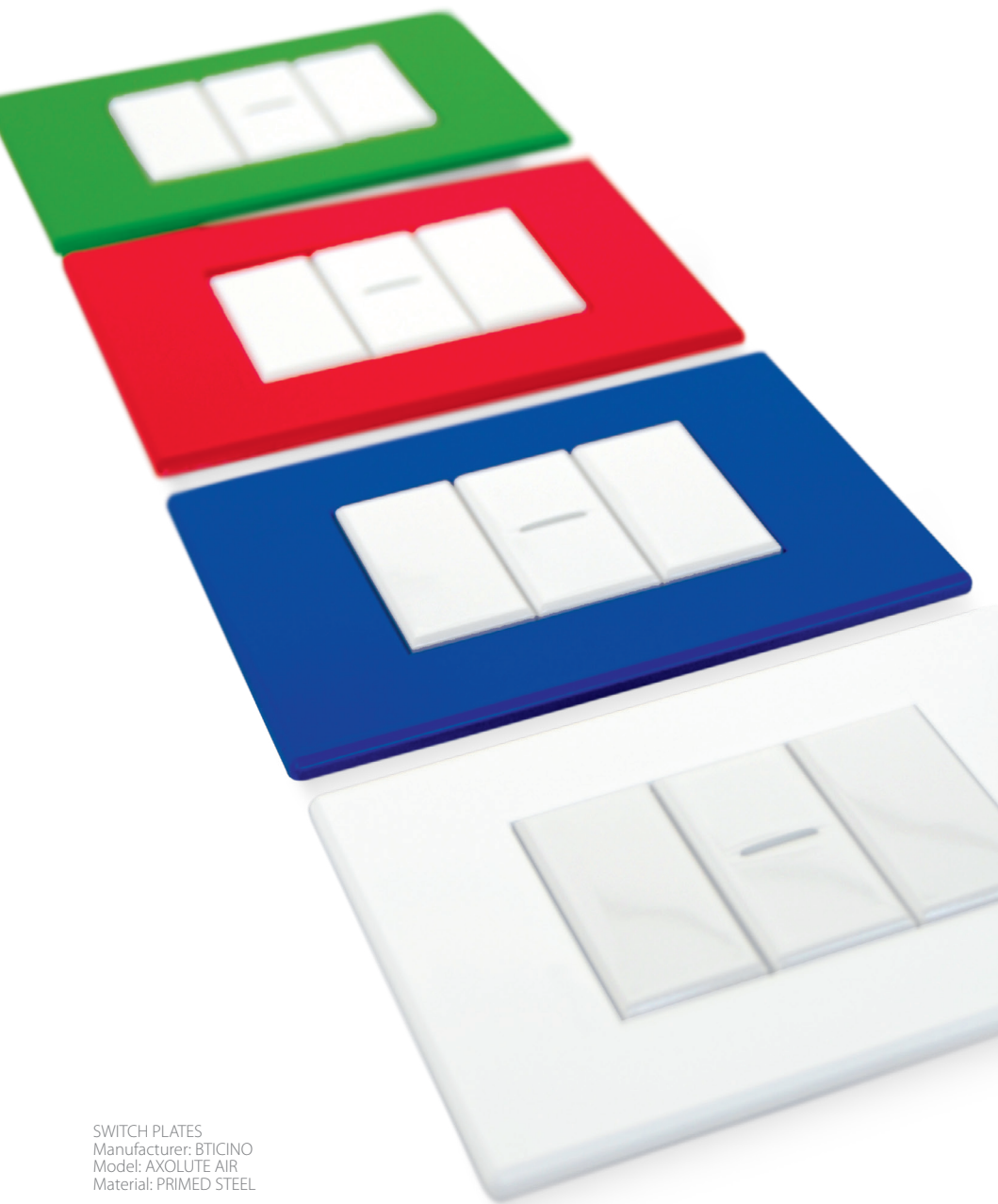
Accents are graph colours as the gloss and solid finish cancels volumes.

They adapt very well to the geometric and two-dimensional switch plates' shapes, that in turn become marks on the walls.

The range consists of four colours (RGB+W) and optimises the number of the product colour variants.



The wall color is  
FRAMATON SETA COMFORTLINE  
BY CHREON  
COD: 81002 PALE PURPLE



SWITCH PLATES  
Manufacturer: BTICINO  
Model: AXOLUTE AIR  
Material: PRIMED STEEL

183  
**PURE WHITE**  
*TITANIUM*



186  
**ACCENT RED**



192  
**ACCENT GREEN**  
*ETRURIAN*



189  
**ACCENT BLUE**  
*NAVY*





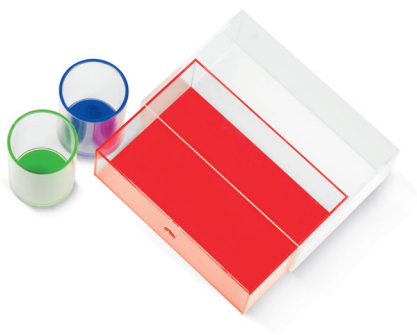
The desk color is  
ACRYLAC BY IVE  
COD: 10010 LIGHT NEUTRAL B

## DESK SET

Accents are highly saturated colours suitable for highlighting some object's parts or for characterising very simple product's shapes.

They are used alone or combined where appropriate to bond and at the same time to differentiate different objects of a set.

They have been used to paint the back side of pencil holders' bottoms and desk card holders. Geometrical shapes and material transparency interact with colours and create unexpected reflections.





183  
**PURE WHITE**  
*TITANIUM*



186  
**ACCENT RED**



192  
**ACCENT GREEN**  
*ETRURIAN*



189  
**ACCENT BLUE**  
*NAVY*



DESK SET  
Manufacturer: HANDICRAFT ITEM  
Material: PMMA TRANSPARENT  
(Polymethylmethacrylate)

# Metallic Classics

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*Two-coat solution  
with 90 Gloss effect.  
Colours: metallic and pearl.  
Product: **2K HIGH MATT BASE**  
+ **TIXO KLARLACK 09***

---

The two-coat gloss painting process highlights the pearl/metallic colour effect, thus assuring the highest resistance to light and detergents.

These colours interpret classics with new metallic finishes.

Pearl and metallic effects create surface depth effects bringing out three-dimensional shapes. They are suggested for single colour patterns or, in case, single colours patterns coupled with the respective Accents.



182  
**PEARL WHITE**  
*SILK*



185  
**CLASSIC RED**  
*METALLIC*



191  
**CLASSIC GREEN**  
*METALLIC*



188  
**CLASSIC BLUE**  
*METALLIC*



## SUSPENSION LAMP

PEARL WHITE SILK is one of the protagonists of the Classic collection; it enhances volumes without modifying the minimal character of the achromatic objects. The pearl and semi-gloss effect emphasises light reflections and gives depth to surfaces. It is used in this example to highlight the cylindrical and basic volume of this pendant lamp.





SUSPENSION LAMP  
Manufacturer: FONTANAARTE  
Designer: STUDIO KLASS  
Material: PLASTIC TECHNOPOLYMER

182  
**PEARL WHITE**  
*SILK*





CLOCK

Manufacturer: HANDICRAFT ITEM

Material: STEEL (frame) AND

ALUMINUM (hands)

# CLOCK

The range of Metallic is coordinated with Accents and Classics Dark range. Together allow you to design the new objects identity.

In the clock beside here, the PEARL WHITE SILK cancels the difference of materials between metal frame and dial. The object is simplified and enhanced by finishes. Accents bring attention to the hands and are information elements: the subject is time.



182  
**PEARL WHITE**  
*SILK*



192  
**ACCENT GREEN**  
*ETRURIAN*



191  
**CLASSIC GREEN**  
*METALLIC*



186  
**ACCENT RED**



The wall color is  
FRAMATON SETA COMFORTLINE  
BY CHRÉON  
COD: 48401 ACCENT GREEN-YELLOW

# 90 Gloss Classics

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*90 super gloss solution  
with direct adhesion on metal.  
Colour: Pastel  
Product: **ACRYL 2K***

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The gloss finish **ACRYL 2K**  
with direct adhesion to the substrate  
grants an excellent aesthetic  
aspect and excellent weather resistance.

These colours are the classics par excellence,  
renewed by a new super gloss finish.

The range has been designed to allow more  
variants of single colour patterns.

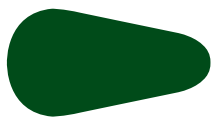
It is suggested to limit the variant number  
to 3, for example White, Red and Blue  
or Blue, Red and Green.



181  
**OFF WHITE**  
*BARITE*



184  
**DARK RED**  
*CARMINE*

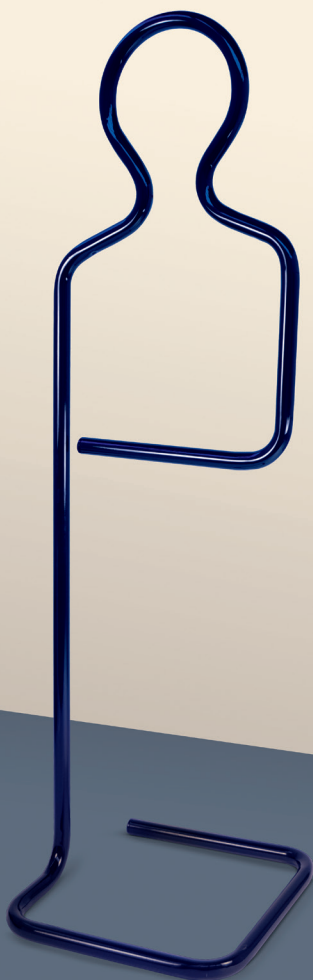


190  
**DARK GREEN**  
*VIRIDIAN*



187  
**VERY DEEP BLUE**  
*PRUSSIAN*

The wall color is  
FRAMATON SETA COMFORTLINE  
BY CHRÉON  
COD: 84051 LIGHT ORANGE



The floor color is  
SMALTO MANTOPLAST  
(MANTOPLAST ENAMEL) BY CHRÉON  
COD: 45101 DARK BLUE

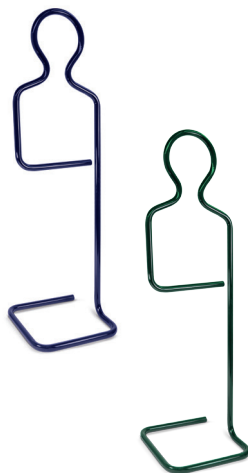


## CLOTHES VALET

The Dark Classics are silent colours that are noticed due to their discretion. They are suitable for objects that must not stand out or look out of context, as for instance the clothes valet; a silent presence in hotel rooms.



CLOTHES VALET  
Manufacturer: HANDICRAFT ITEM  
Material: IRON



190  
**DARK GREEN**  
*VIRIDIAN*



187  
**VERY DEEP BLUE**  
*PRUSSIAN*





rossignoli.it

## BICYCLE

The Dark are suitable for outside both for technical and for chromatic properties; they are dark colours that liven up with natural light.

The bicycle is the emblematic object for these colours, because it is a basic product becoming a timeless object after being painted with classical colours.

The wall color is  
FRAMATON SETA COMFORTLINE  
BY CHREON  
COD: 92001 WHITE ORANGE  
and COD: 77001 TONAL YELLOW

The floor color is  
SMALTO MANTOPLAST  
(MANTOPLAST ENAMEL)  
BY CHREON  
COD: 77001 TONAL YELLOW

184  
**DARK RED**  
*CARMINE*



190  
**DARK GREEN**  
*VIRIDIAN*



187  
**VERY DEEP BLUE**  
*PRUSSIAN*





BICYCLE  
Manufacturer: ROSSIGNOLI  
Model: GARIBALDI 71  
Designer: RENATO ROSSIGNOLI  
Material: STEEL



Color Trend Consultant series  
is a Color Design® project for the  
Lechler Tech® trade mark

Color Trend Consultant Classics

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All colours and effects are originally formulated  
by R&D Color department Lechler  
Colour advisory: Francesca Valan

Photographs: Fotolia and Creative & design department Lechler Spa  
Photolithography: Compos Center - Lomazzo (CO)  
Print: Grafica Raveglia - Capiago Intimiano (CO)  
Printed: 12/2016

We thank the manufacturers that have made  
available their manufactured items.



**It's a Lechler Trade Mark**



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