

With the Natural Color System as your guide  
you will never lose your way.



Which is the best route for your company in this world of globalisation and increased competition? Selling more paint? Building a strong brand? Cutting costs?

The NCS – Natural Color System<sup>®</sup> has guided paint suppliers to all three destinations for more than half a century. It is the most reputable industry standard for defining architectural colour – used by hundreds of thousands of architects and designers worldwide.



The NCS is recognised by CIE (Commission Internationale de l'Éclairage), AIC (Association Internationale de la Couleur). The Swedish Standards Institute and its counterparts in Spain, South Africa and Norway have made the NCS their national standard. It is also ISO 9001 certified.

**ACCESS TO A VAST PAINT MARKET**

IKEA, Virgin and Nike are a few of more than a thousand organisations, which work with architects and designers who use the NCS. All to ensure the same look and feel of their brand, wherever in the world it is displayed through products, stores or marketing communications.

The NCS describes colours exactly as we see them, like no other system on earth. Easy to understand, logical, and simple to use. The NCS allows everyone to communicate colours correctly. From specifiers, manufacturers and retailers – to painters and store personnel.

Comparing the NCS with other colour systems, is like the difference between having a black and white picture of an apple with a note saying (green), and using a colour picture of a green apple.

The NCS is the only visual colour notation system that can be employed to put your paint on any material or product, internally and externally. Uses include; lorry fleets, tiles, textiles, print, buildings, linoleum carpets and coffee machines.

**REDUCE YOUR COSTS**

The extreme quality of the NCS minimises handling costs of complaints and compensation. We calibrate all NCS colour card products against two frozen sets of all 1,950 NCS Primary Colour Standards, hidden at secret locations in Europe. The quality is published on a yearly base, like no other system. We know that if you don't use secure colour matching standards, you risk increased colour drift among colour cards and unsatisfied customers.

**DRIVE YOUR SALES**

The well known quality of the NCS will not only rub off on your brand. We will also market NCS Partners at exhibitions, in sales materials and on our homepage – to specifiers, retailers and end consumers looking for a paint supplier using the NCS.

**WHY BOTHER WITH IN-HOUSE SCHEMES?**

The formulae used to be the paint manufacturers' best kept secret, revealed by the introduction of colour instruments. By using the NCS, most manufacturers can make better use of manpower time spent on development, maintenance, logistics

and quality control of an in-house scheme. The NCS can be customised for your products and how you want your graphic design to appear in your marketing channels. From individually calibrated samples to be used for formulae and quality control, to fan books and chip displays.

**CHANGING SCHEMES – A PIECE OF CAKE**

The visual basis of the NCS, the colour you see is the colour you get, makes it easy to transfer to the NCS from any existing scheme. It also makes it possible to offer you straightforward cross references with CMYK, BS 5252, Munsell, Afnor, CIELAB, RAL and others.

**OFFERING EVERYTHING BETWEEN HEAVEN AND EARTH**

We customise the best solution there is to sell your paint. We also offer standard solutions with products ranging from; colour cards, point of sales material, colour scans and the NCS Atlas describing the system – to services such as; colour matching, NCS software, colour samples, colour mapping and cluster analysis. For more information on our offers, please visit [www.ncscolour.com/trade](http://www.ncscolour.com/trade), contact your local NCS Colour Centre, or the NCS head office.

**UP TO 25% PRICE REDUCTION BEFORE MAY 31**

To be able to offer a lower price through economies of scale in our yearly production, we need your order before May 31. You will receive your goods from January next year.

**INCREASED SALES**

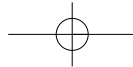
- Access to a global market with over a hundred thousand specifiers.
- Marketing of your company as an NCS Partner.

**STRONGER BRAND**

- A colour system recognised internationally for its outstanding quality and simplicity.
- Solutions to match your graphic design.

**LOWER COST**

- Unique quality that reduces your costs of complaints.
- Freeing up of manpower.
- Help to easily change to the NCS.
- Price reduction before May 31.



# Natural Color System<sup>®</sup>

## The international language of colour communication<sup>™</sup>

### THE COLOUR YOU SEE IS THE COLOUR YOU GET

The NCS builds on decades of scientific research at the Scandinavian Colour Institute. The NCS elementary colours (white, black, yellow, red, blue and green) are based on how humans see colours, not on how colours reflect or do not reflect light,



or the way in which they are produced. The visual base and the logic structure are what make the NCS so easy to understand. It is so popular, simply because anyone can use it.

A great number of local Colour Centres are available for your help. For any other countries, contact the NCS Head Office.

#### Australia

Nick Harkness Pty Ltd  
Tel: +61 - (0)2 - 9700 8110  
E-mail: nick@nhpl.com.au  
www.nhplcolour.com.au/nhpl/home.html

#### Austria

NCS COLOUR CENTRE  
Farbkommunikation - Renate Dworak  
Tel: +43 - (0)1 - 9791 6700  
E-mail: office@ncs-farbkommunikation.at  
www.ncs-farbkommunikation.at

#### Belgium

NCS COLOUR CENTRE N.V./S.A.  
Tel: +32 - (0)2 - 476 1811  
E-mail: info@ncscolour.be  
www.ncscolour.be

#### China

NCS COLOUR CENTRE CHINA  
Beijing Colourway Colour Design & Research Co. Ltd  
Tel: +86 - (0)10 - 5129 5310  
E-mail: info@ncscolourchina.com  
www.ncscolourchina.com

#### Czech Republic

Thorson Chemical Praha s.r.o.  
Tel: +420 - (0)257 - 923 589  
E-mail: karel.sykora@thorson-chemical.com

#### Denmark

NCS COLOUR CENTRE  
Byggecentrum  
Tel: +45 - 7012 0600  
E-mail: bog@byggecentrum.dk  
www.byggecentrum.dk/ncs

#### Egypt

African Chemicals S.A.E.  
Tel: +20 - (0)2 - 735 9947  
E-mail: karim.onsy@africanchemicals.com

#### Finland

NCS COLOUR CENTRE/FIN  
Tel: +358 - (0)9 - 7206 2655  
E-mail: lauri.niemi@ncscolourfin.com  
www.ncscolourfin.com

#### France

NCS COLOUR CENTRE  
3 C S.A.  
Tel: +33 - (0)1 - 5693 3740  
E-mail: color-3c@color-3c.com  
www.color-3c.com

#### Germany

NCS COLOUR CENTRE GmbH  
Tel: +49 - (0)30 - 210 901-0  
E-mail: info@ncscolour.de  
www.ncscolour.de

#### Greece

Polymer S.A.  
Tel: +30 - (0)210 - 662 0445  
E-mail: tbo@polymer.gr  
www.polymer.gr

#### Ireland

NCS COLOUR CENTRE  
Tel: +44 - (0)1491 - 411 717  
E-mail: info@ncscolour.co.uk  
www.ncscolour.co.uk

#### Italy

NCS COLOUR CENTRE ITALIA  
Tel: +39 - 02 - 3650 9694/8820  
E-mail: ncscolour@ncscolour.it  
www.ncscolour.it

#### Korea

KCRI/NCS Korea  
Tel: +82 - (0)31 - 788 7200  
E-mail: ncs@kcri.or.kr  
www.kcri.or.kr

#### Mexico

Exacolor  
Tel: +52 - (0181) - 8128 8000  
E-mail: octaviano@exacolor.com.mx  
www.exacolor.com.mx

#### Norway

NCS COLOUR CENTRE  
Tel: +47 - 2308 7630  
E-mail: post@ncscolour.no  
www.ncscolour.no

#### Poland

NCS COLOUR CENTRE  
Design studio COLOR Kon@ept  
Tel: +48 - 22 - 751 2954  
E-mail: ncs-des@ncs-des.com.pl  
www.ncs-des.com.pl

#### Portugal

Representações Unicórnio, Lda  
Tel: +351 - (0)21 - 960 8338  
E-mail: ncs@unicornio.com.pt

#### Russia

LKM Project  
Tel: +7 - 495 - 771 6881  
E-mail: a.artymenko@lkm.ru  
www.lkm.ru

#### Slovak Republic

Thorson Chemical Praha s.r.o.  
Tel: +420 - (0)257 - 923 589  
E-mail: karel.sykora@thorson-chemical.com

#### South Africa

NCS COLOUR CENTRE SA  
Tel: +27 - (0)11 - 486 3190  
E-mail: ncscolour@iafrica.com

#### Spain

Ideas y Colores S.L.  
Tel: +34 - 96 - 356 3738  
E-mail: ideasycolores@ideacolor.com  
Aenor  
Tel: +34 - 91 - 432 6000  
E-mail: comercial@aenor.es  
www.aenor.es

#### Switzerland

NCS COLOUR CENTRE SCHWEIZ  
CRB  
Tel: +41 - (0)44 - 456 4545  
E-mail: info@crb.ch  
www.crb.ch

#### Thailand

Color Solutions Co., Ltd.  
Tel: +66 - (0)2 - 258 2440  
E-mail: colorsolutions\_th@yahoo.com

#### The Netherlands

Color Technics  
Tel: +31 - (0)75 - 616 9977  
E-mail: info@colortechinics.nl  
www.colortechinics.nl

#### Turkey

ERAL - Lastik Ithalat Ihracat Mumessilik Tic.A.S.  
Tel: +90 - (9)216 - 425 4030  
E-mail: semra\_bayhan@eral-protek.com

#### United Kingdom

NCS COLOUR CENTRE  
Tel: +44 - (0)1491 - 411 717  
E-mail: info@ncscolour.co.uk  
www.ncscolour.co.uk

#### USA

NCS COLOR CENTER/USA  
Jolley/Turner Group, Inc.  
Tel: +1 - 562 - 495 6161  
E-mail: info@ncscolorusa.com  
www.ncscolorusa.com



#### NCS Head Office

Scandinavian Colour Institute AB  
Tel: +46 - (0)8 - 617 47 00  
Fax: +46 - (0)8 - 617 47 47  
E-mail: trade@ncscolour.com  
www.ncscolour.com/trade

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