



PRESS RELEASE

Date: 14 March 2018

FOR IMMEDIATE RELEASE

### **Vivacious Plascon feature brings colorful glow to this year's Decorex Durban**

For those seeking up-to-the-minute colour inspiration, Plascon, proud sponsors of Decorex SA, will bring to life the power of paint, colour and the powerful impact these have on all aspects of life. 2018 sees Plascon celebrating 25 colourful years as the headline sponsors of Decorex SA, Africa's premier décor, design and lifestyle exhibition portfolio. Commenting on what visitors to the show can expect, Kerstin Eser, Media Stylist and Colour Specialist says, "Durban is certainly in for a surprise. We're all about making a positive impact on people's lives and our innovative new Decorex show concept will have visitors engaging in our interactive space, scurrying for paint swatches and grabbing for their paintbrushes quicker than you can say 'pass the turpentine'".

Established in 1994, Decorex SA is the décor and design industry's leading and most trusted event and continues to play a pivotal role in shaping the industry. For Plascon the collaboration has been an ideal fit, "The show is a relevant and inspiring environment that allows us to highlight how the right colour choice and application can change a life. A dull teen pad with the right treatment can be transformed into your house being the one where your children's friends want to hang out, and which parent doesn't want that these days? This is all about us helping people to make sense of colour and give them access and the know-how to make real changes," Kerstin says.

Decorex is as much about making beautiful spaces accessible to everyone as they are about cutting-edge design, innovation and sublime décor, Plascon also believes that creating beautiful spaces should be within everyone's reach. Colour is at the very heart of these important and often difficult decisions and this year's Decorex Durban sees the Plascon space as an absolute must for those looking for on-trend décor inspiration, colour and product guidance.

Taking a look back over the years, Plascon Colour Expert, Claire Bond says, "Twenty years ago design installations were 'cookie cutter' and most homes and offices looked identical. With huge amounts of decorating and design information available through the internet and other media, people are now very selective about what they want and see. Homes and offices have become an extension of ourselves. We believe every décor journey has a starting point and when it comes to paint, it most often begins with colour. Our 2018 Decorex experience is to inspire our customers about how to use colour effectively in their spaces to bring out that sense of individuality and how this will make a lasting impact."

Kerstin confirms, without giving away too much, that, "The Plascon stand will be fully accessible to visitors looking for practical colour advice that will suit every pocket and project. "Within our consulting areas we will be providing one-on-one, hands-on information so that people walk away feeling confident that they have a grip on the colours they want for their next beautiful space. If you need colour advice, we have a separate space to assist you as well as to tint your colour in Plascon Double Velvet and Plascon Cashmere on site at a minimal fee. We will also have a limited number of our DIY edition of the Spaces magazine available to purchase," says Kerstin.

In addition to colour consulting, the onsite team will also provide a wealth of up to the minute knowledge when it comes to trends and colour stories. "With colour at the centre of our engagements, visitors are welcome to come through to chat with us about how using colour can affect and enhance our lives by creating spaces that provide refuge from our busy lives. All it requires is a little clever planning," says Eser.

Sian Cullingworth, Portfolio Director at Reed Exhibitions, said they were eagerly awaiting Plascon's 2018 feature, as it always brought in an elevated level of industry insight to the colour trends.

"It's incredible how effective colour can be in a décor setting but it can be quite difficult selecting just the right colour palette," said Cullingworth. "It's often a stumbling block which can hold up an entire interior design project because it's the starting point from which most design choices emanate. Plascon's industry experts are always such an asset to the show, not only creatively depicting the latest colour trends, but also willing to discuss the right choices for the individual."

From psychotropical patterns and prints to show-stopping furniture pieces to the use of textures and colour, the 2018 Decorex SA exhibitions in Durban, Cape Town and Johannesburg will showcase the finest lifestyle, design and décor trends from across the globe.

Speaking on behalf of the Plascon team, Kerstin says, "We're ready to go and look forward to chatting all things paint and planning to create perfect spaces at our Durban stand from 21 to 25 March."

Please visit the Plascon website for more colour tips, tricks and techniques  
<https://plascon.com/colour-inspiration/>

### **Social Links**

Facebook: @PlasconSA

Twitter: @Plascon

Instagram: @Plasconsa

Website: [www.plascon.com](http://www.plascon.com)

## **DECOREX SA DETAILS**

### **Decorex Durban**

21 – 25 March 2018

21 - 24 March: 10am - 8pm

25 March: 10am - 6pm

Durban Exhibition Centre

Public holiday: Wednesday 21 March

Trade-focused days: Thursday 22 and Friday 23 March

Ticket Prices: Adults – R 95

Student/Pensioners – R85

Kids U12 – R20

Trade – R85

Exhibitor – R85

### **Decorex Cape Town**

27 April – 1 May 2018

10am – 6pm daily

Cape Town International Convention Centre

Public Holiday: Friday 27 April

Trade Day: Monday 30 April

Ticket Prices: Adults – R 110

Student/Pensioners – R100

Kids U12 – R20

Trade – R100

Exhibitor – R100

### **Decorex Joburg**

8 – 12 August 2018

10am - 6pm daily

Gallagher Convention Centre  
Public holiday: Thursday 9 August  
Trade-focused days: 8 and 10 August  
Ticket Prices: Adults – R 120  
                    Student/Pensioners – R 100  
                    Kids U12 – R20  
                    Trade – R 100  
                    Exhibitor – R 100

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Visit: [www.decorex.co.za](http://www.decorex.co.za)  
Facebook: Decorex SA  
Twitter: @decorexSA  
Instagram: @decorex\_sa  
LinkedIn: Decorex SA  
Pinterest: Decorex SA  
Blog: <http://www.reedexpoafrika.co.za/decorexblog/>

**CAPTIONS:**

**Image credits: Kansai Plascon  
Plascon\_Decorex2018\_1.jpg**

The way to beautify a room starts with one idea that sparks a journey into colour, textures and shapes.

**Plascon\_Decorex2018\_2.jpg**

Touching and testing, slowly but surely a plan comes together to excited, inspire and make a lasting difference in life.

**Plascon\_Decorex2018\_3.jpg**

Why Not consult our Plascon Colour Experts to see what works and what doesn't?

**Plascon\_Decorex2018\_4.jpg**

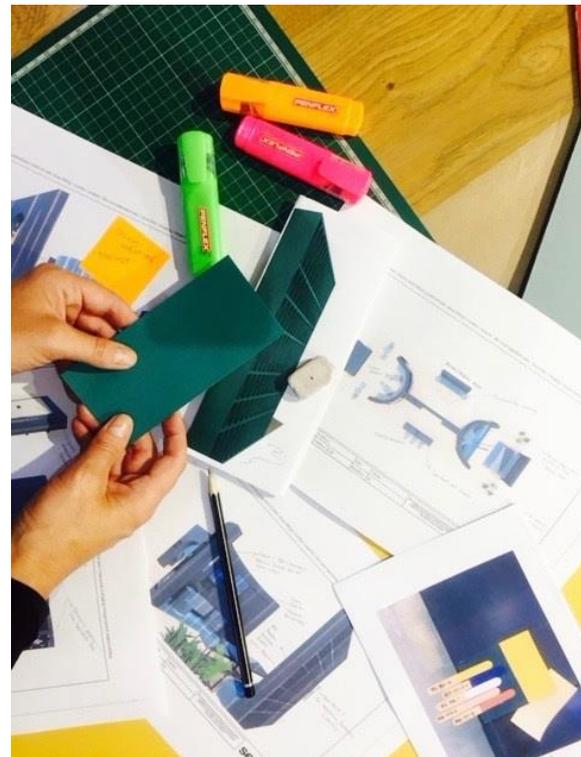
The Plascon 2018 Colour Forecast and paint swatches help to guide our process.

**Plascon\_Decorex2018\_5.jpg**

And then you have it, a colour, a product, a go-to person, a plan – et voila!



**Plascon\_Decorex2018\_1.jpg**



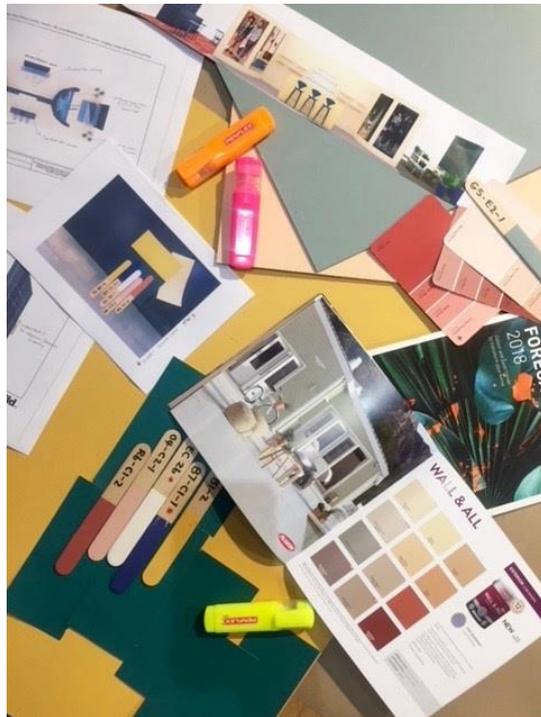
**Plascon\_Decorex2018\_2.jpg**



Plascon\_Decorex2018\_3.jpg



Plascon\_Decorex2018\_4.jpg



Plascon\_Decorex2018\_5.jpg



## Press release

### About Reed Exhibitions

Reed Exhibitions is the world's leading event's organiser, with over 500 events in 30 countries. In 2015 Reed brought together over seven million event participants from around the world

generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 40 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

[www.reedexpo.com](http://www.reedexpo.com)



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