



THIS GUIDE WILL HELP YOU TO PROMOTE WEATHERSHIELD ACROSS YOUR DIGITAL CHANNELS

Show your followers what Ireland's most trusted choice of exterior paint can achieve by creating inspiring posts using the images and content we have supplied.

Simply follow these 3 simple steps:

- 1. Download the images for each post
- 2. Copy and paste the accompanying text and hashtags
- 3. Upload your chosen images and associated content

The following pages highlight the content that relates to each image.



W/SHIELD COLOUR CARD LAUNCH

- CAROUSEL & STORY

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CAN ALSO FEATURE THE IMAGES ON YOUR WEBSITE
TO PROMOTE WEATHERSHIELD.

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Discover the new 2022 Colour Card for Dulux Weathershield. Vibrant exterior paint that lasts. Colours for every style of home. 2022 Colour Card has helpful hints on complementary colours that look stunning together in Irish light. Plus, guidance on achieving a great front door finish and info on the new improved formula. Defend your home against algae and mould. Card available in store or order online.

Hashtags

#weathershieldcolourcard2022 #duluxexteriors #duluxcolourtrios #duluxexteriorforumula #duluxperfectexteriorfinish























APPROACH TO COLOUR SCHEMING

- CAROUSEL & STORY

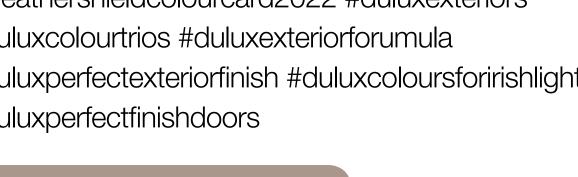
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The Dulux Weathershield Colour Card for 2022 makes selecting your exterior colour palette a breeze. Discover showcase examples – beautiful trios of colours that look amazing together in Irish light. Dulux has colours for Exterior Walls, for Window Reveals, and Sills and Plinths. Plus, brilliant accent colours for front doors, to complete your new exterior look. Discover helpful hints on tones that suit the material used for your home. Colour Card available in store or order online.

Hashtags

#weathershieldcolourcard2022 #duluxexteriors #duluxcolourtrios #duluxexteriorforumula #duluxperfectexteriorfinish #duluxcoloursforirishlight #duluxperfectfinishdoors



























NEW FORMULA - STATIC POST



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Dulux Weathershield Ultimate Durability, now has a new improved formula to give 3 times better protection against mould and algae helping your exterior paintwork to stay looking cleaner for longer. Discover more about Dulux Weathershield online.

Hashtags

#duluxexteriors #duluxexteriorsaddedprotection #duluxweathershieldpreventsmould #duluxweathershieldlongerlasting



NEW WEATHESHIELD DIGITAL CREATIVE

- FACEBOOK/ INSTAGRAM AND STATIC POSTS



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SIMPLE WEEKEND JOB THAT TRANSFORMS

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Transform your front door with Dulux Weathershield. Follow these simple steps for a short weekend job (based on painting a pre-painted wooden door with water based products).

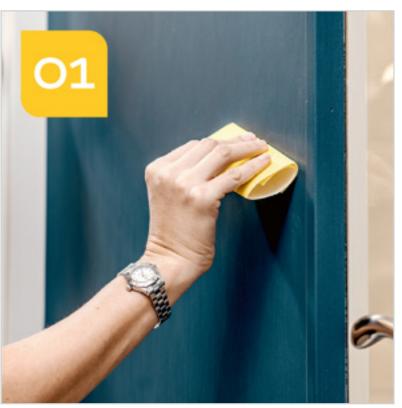
1) Sand the surface thoroughly to create a rough surface. Fill and repair. 2) Remove door furniture 3) Apply one coat of Weathershield Quick Dry Exterior Satinwood 4). Choose Weathershield Quick Drying exterior gloss or satin. 5) Apply two coats. 6) Admire Want to learn more? Visit weathershield.ie

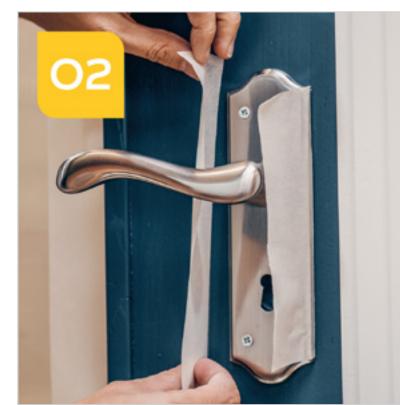
Hashtags

#duluxexteriors #duluxweathershieldfrontdoor #duluxfrontdoorpaints
#duluxfrontdoorpaintingtips #Duluxweathershieldpaintingtips
#duluxweathershieldhowto # #weekendprojects



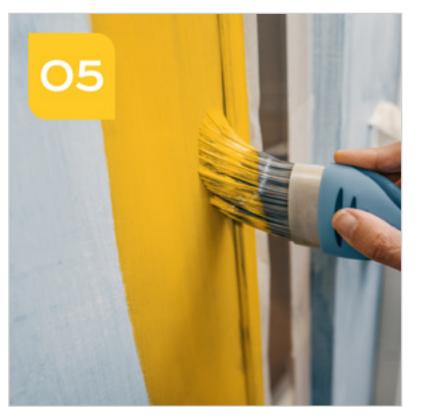












TRENDS IN HOUSES



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The trend for darker exterior colours continues in 2022, with Dulux Weathershield offering every option you can think of plus complementary hues for Window Reveals, Sills and Plinths, as well as front doors. Make your mark on the landscape, with one of our 38 Ready Mix Colours or 850+ Bespoke Colours mixed in store. Dulux Weathershield Colour Card 2022 is available in store or order online.

Hashtags

#duluxexteriors #duluxweathershieldexteriors #duluxexteriortrends #duluxweathershieldexteriortrends #exteriorpainttrends



HOUSE IN BESPOKE COLOURS



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The Dulux Weathershield system can create over 850+ bespoke colours, giving you the freedom to design your exterior exactly as you choose. Stand out wherever you're located, village square, dramatic clifftop, countryside lane or city street. From pastels to brights, traditional to contemporary hues, Dulux Weathershield has got your creativity covered. Bring your inspiration in store for paint mixing.

Hashtags

#duluxexteriors #duluxweathershieldexteriors #duluxexteriortrends #duluxweathershieldexteriortrends #exteriorpainttrends



COLOUR CARD INSPIRATION



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Discover exterior paint inspiration on the Dulux Weathershield Colour Card 2022. Real Irish homes in exquisite colours, staying beautiful whatever the weather. The Colour Card showcases combinations of complementary colours for Exterior Walls, Window Reveals, Sills and Plinths, as well as brilliant accent colours for front doors, to complete your new exterior look. Let's talk exterior colour. Confused about where to start, make an appointment here with the Dulux colour team.

Hashtags

#weathershieldcolourcard2022 #duluxexteriors #duluxcolourtrios #duluxexteriorforumula #duluxperfectexteriorfinish #duluxcoloursforlrishlight #duluxperfectexteriorfinish



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There are no rules on how to paint the exterior of a commercial property. So let your imagination run wild and attract attention to your business with an incredible colour scheme. Ready Mix or Bespoke options are available with Dulux Weathershield. Lights to darks. Pastels to Brights. Traditional to Contemporary. Plus, an updated formula for longer lasting protection against algae and mould. Let's talk exterior colour. Confused about where to start, make an appointment here with the Dulux colour team.

Hashtags

#duluxexteriors #duluxweathershieldexteriors #exteriorpainttrends #weathershieldcommercialproperties #duluxweathershiedimagination #duluxweathershiledprotection



COMMERCIAL PROPERTIES



FOXFIRE All Walls

WILD COTTON Window Sills and Reveals





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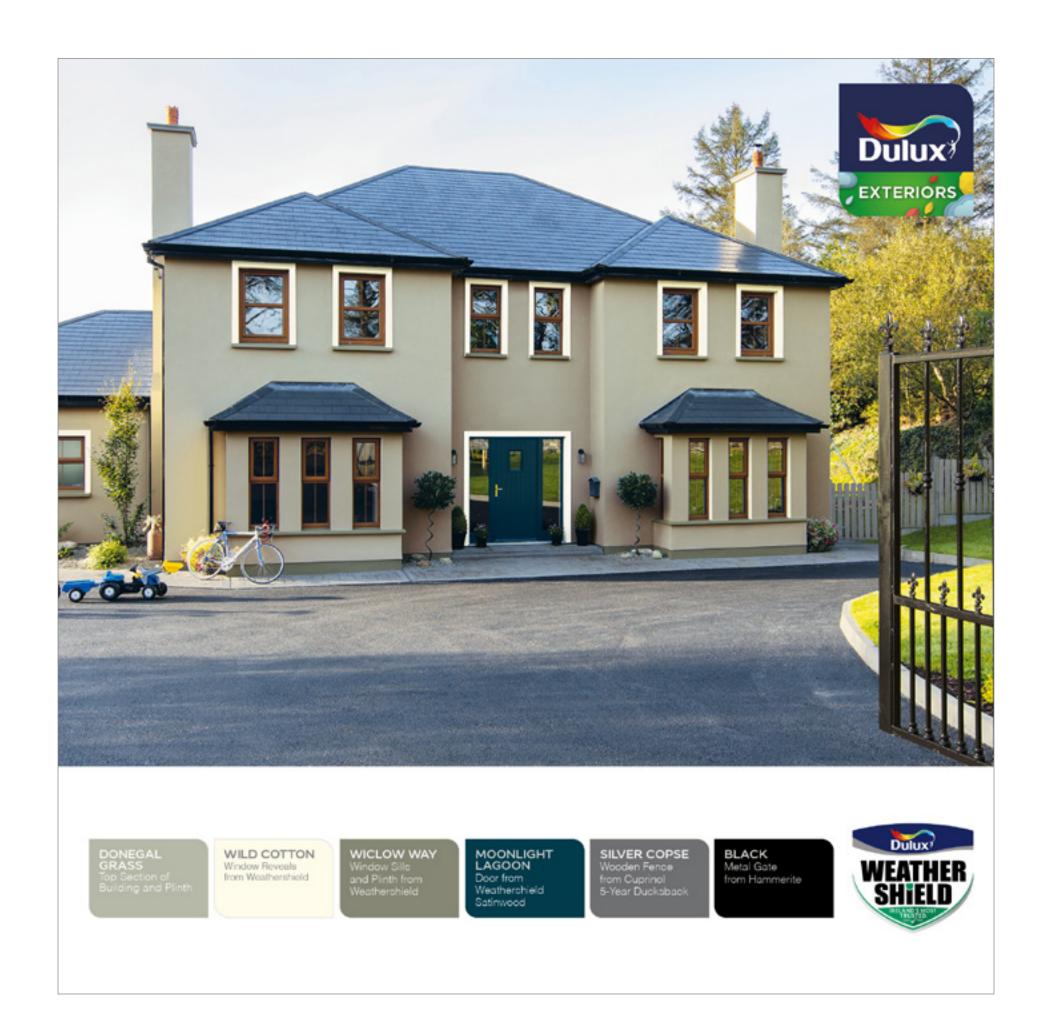
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DULUX EXTERIORS



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Dulux help you go further to take care of your home. Whether your walls, garden shed, gates or picket fence needs a coat of high performance paint, we have plenty of colour choices available in our Weathershield, Cuprinol and Hammerite ranges.

Hashtags

#duluxexteriors #weathershieldcolourguide2022 #weathershield #cuprinol #hammerite #olivegarden #wildcotton #wicklowway #moonlightlagoon #silvercopse



FRONT DOOR



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A fresh coat of paint on your front door, in a brand new colour, is a quick and inexpensive way of transforming the exterior of your home. Dulux Weathershield Exterior Satinwood is designed for front doors. It's a water based exterior paint available in 15 Ready Mix colours, that's easy to apply and suitable for every location in Ireland from city street to seaside. If you want more colour choice you can select 150+ colours from the Weatheshield fandeck available to mix in store. Get front door painting tips at weathershield.ie.

Hashtags

#duluxexteriors #duluxweathershieldfrontdoor #duluxfrontdoorpaints #duluxfrontdoorpaintingtips #duluxweathershieldpaintingtips #duluxweathershieldhowto



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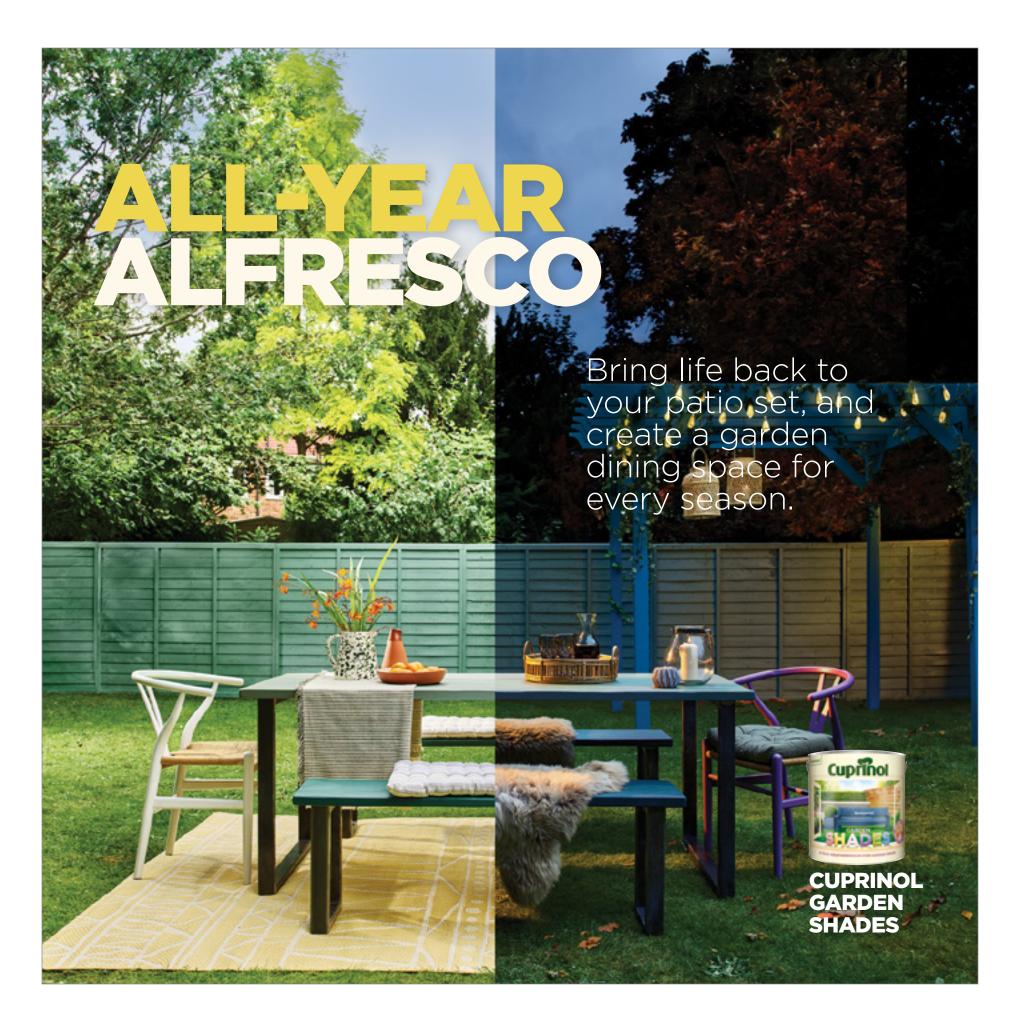
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ALL YEAR ALFRESCO



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Here's a great weekend project to get you ready for summer, whether you're entertaining or relaxing with family and friends. Update your garden furniture using the Cuprinol range. Choose Seagrass, Wild Thyme, Forget-Me-Not and Sage from the Garden Shades Nature's Neutrals collection, for a timeless, calming style that breathes new life into weathered patio sets. Cuprinol Garden Shades will give you longer-lasting all-weather protection for wood, terracotta, stone and brick. So, you can be proud of your garden furniture and accessories all year round.

Hashtags

#duluxexteriors #cuprinolcolourguide2022 #cuprinolnaturesneutrals #cuprinoldgardenshades #cuprinoldseagrass #cuprinolwildthyme #cuprinoforgetmenot #cuprinolsage



THE BIG CHILL GRILL



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Big Chill Grill, embrace the outdoors all year round with an on-trend colours scheme, painted with the Cuprinol range. For an on-trend scheme choose a dark shade for your decking. Black Ash from Cuprinol is striking against a crisp winter garden and its greeny blue shades. Cuprinol Garden Shades gives you longer-lasting all-weather protection for wood, terracotta, stone and brick.

Hashtags

#duluxexteriors #cuprinolcolourguide2022 #cuprinolblackash #duluxweathershieldlongerlasting #duluxweathershieldcolourallyear



AUTUMN RETREAT



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Cooler weather is your cue to create a cosy outdoor snug, using the Curpinol range. Choose from stunning colours and achieve longer-lasting all-weather protection for your garden furniture, pagoda or other garden accessories. Then curl up with cocoa and watch the wildlife go by. Cuprinol Garden Shades paints are suitable for wood, terracotta, stone and brick.

Hashtags

#duluxexteriors #cuprinolcolourguide2022 #cuprinolblackash #cuprinollongerlasting #cuprinolcolourallyear



CUPRINOL DUCKSBACKS



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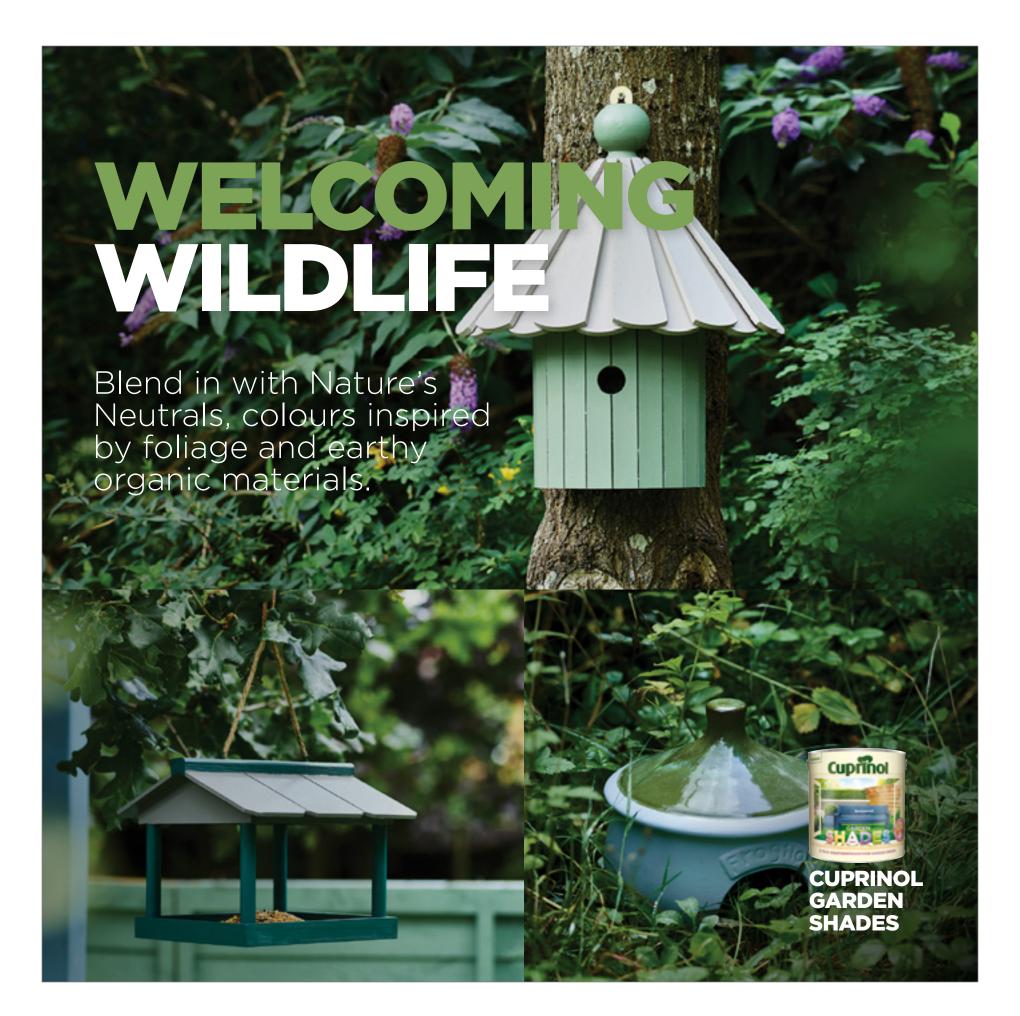
A painted fence creates a stylish backdrop for any garden, whether it's a family, communal or private space. Cuprinol Ducksback will give you the on-trend dark shades you need. They contrast brilliantly with summer brights and garden greens. This garden has got a playful fence with two-tone panels. The top in Silver Copse and the bottom in Black, both from Cuprinol Ducksback.

Hashtags

#duluxexteriors #cuprinol #cuprinolducksback #gardencolour #cuprinolsilvercopse #cuprinolblack



SMALL WEEKEND PROJECT - BIRDBOX



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Welcome wildlife to your garden with a Cuprinol Garden Shades painted birdbox that feels like a natural habitat, choosing shades from Cuprinol Nature's Neutrals range. These colours are inspired by foliage and organic materials and allow projects big and small to blend with the beauty you find outdoors. Earthier and greener tones work best for larger elements such as fences, decking and pergolas but never be afraid to try a colour pop. A joyful colour on your bird box would be a good place to start!

Hashtags

#duluxexteriors #cuprinolcolourguide2022 #cuprinolnaturesneutrals #cuprinolgardenshades #cuprinolseagrass #cuprinolwildthyme #cuprinolforgetmenot #cuprinolsage #cuprinolcolourpop



HAMMERITE



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Bring your own unique style to your patio or garden, with old tins and metal planters lovingly upcycled using the Hammerite range. Choose from Dark Green or Black, Secret Lagoon or Cream, paint in full or go two-tone with 20+ other colours from the colour mixing range. Hammerite Direct to Rust Metal Paint Smooth Finish provides a sheen that lasts for years. Pick your pots and get painting this weekend.

Hashtags

#duluxexteriors #hammerite #easyweekendproject #Hammeritedirectorust











Paint colours visualised in photography and paint swatches in this document are a digital representation of the paint colour only and may not exactly match the colour in the can. Always use a tester.