

FLAMANT

BY TOLLENS

New
colours
for 2021

Press kit

Editorial

For more than 30 years, Flamant has been offering a decorative universe of reinvented classics – including everything from furniture to wall paint – with its inimitable style reflecting the past, yet resolutely embracing the present and looking to the future.

Since 2007, the Flamant by Tollens paint range has offered a selection of natural and authentic shades, true to the quintessential Belgian home, **a successful marriage of discreet luxury and intimate charm.**

The Flamant by Tollens colour chart evolves every year, offering a **palette of 128 colours, including a set of five new colours for 2021, all warm and comforting shades firmly rooted in nature.**



5 new colours & a selection of mineral shades

Like a palette of terracotta shades, the five new Flamant by Tollens colours draw their inspiration from **rocky mountains, canyons and desert sands**.

As they are so reminiscent of the great outdoors, these earth tones can help you create **a raw and reinvigorating universe** right in your home – an environment **that encourages you to go back to basics**.

“ After the very strange year we've just had, with several lockdowns, we all want a place to cocoon, a source of well-being that's both cosy and functional. We've all become more sensitive to soft, warm atmospheres and gentle, velvety textures. The new Flamant by Tollens colours tell a comforting story of terracotta, red ochre and sienna ”

Martine Groetaers, Flamant designer



Alizé

This soft champagne hue discreetly imbues your walls with delicacy and refinement. This colour evokes softness and relaxation like a light breeze, a trade wind ... '*un alizé*'.





Dulce

In the range of natural pigments, this pinkish beige brings a luminous and feminine touch. Dulce, a timeless and eternal colour, is a source of enchantment and delight.



Dakar

With just the right mix of old ochre and fiery camel, Dakar whisks you away to the Sahara to explore a universe of dunes and mesmerising mirages. This solar hue reflects the warm and soft aspects of life.







Terra Di Siena

Terra di Siena is an invitation to the land of extreme sunsets. This southern Mediterranean red hue evokes a warm and generous atmosphere, like terracotta basking in the afternoon sun.

“ We found a great source of inspiration in raw natural materials like ceramics, hand-made pottery, wicker, hemp, rattan, dried flowers, recycled wood, raw wood, and worn, patinated furniture. ”

Martine Groetaers,
Flamant designer





Atlas

Inspired by the famous mountain range with its earthy tones, Atlas illuminates the walls like a spicy beauty with nomadic footprints.



Quality by Tollens, imbued with the Flamant spirit

The technical excellence of Tollens paints, combined with Flamant's art of living, has brought 128 shades to life. Some are classic, others are bold ... but all are timeless. **The superb quality of Tollens paints, renowned for their excellent pigment formulation, meets the aesthetic requirements of Flamant colours.**

Every colour in the Flamant by Tollens colour chart is available in three different finishes:

Wall Matt

- A pure matte paint, revealing the entire quintessence of the colours carefully formulated by Flamant's designers
- A matte texture which offers real opaque coverage, injecting living rooms and bedrooms with personality
- Excellent quality with a fuss-free application
- Environmentally friendly thanks to Air Care® technology and the European Ecolabel
- Starts at €78 (incl. VAT) for a 2.5-litre pot

Lack Matt

- A slightly velvety, highly resistant and pollution-free matte lacquer
- Ideal for frequently used rooms
- A long-lasting result with a flawless finish, for walls and panelling (skirting boards, doors, etc.)
- Starts at €43.50 (incl. VAT) for a 1-litre pot

Wall & Wood Satin

- A satin paint that works well in kitchens and bathrooms, on both walls and panelling
- Great resistance, similar to traditional lacquer, guaranteeing durability even in the most used rooms or outside
- Starts at €37.50 (incl. VAT) for a 1-litre pot

Flamant also offers the Wall Primer undercoat for the best possible finish, which starts at €64 (incl. VAT) for a 2.5-litre pot.

Pollution-free paints

thanks to Tollens
Air Care® technology

We spend **90% of our time in confined spaces**, a trend that has only increased due to the lockdowns of 2020. However, the quality of the air we breathe is not all that great: on average, indoor air can be up to **10 times more polluted than outdoor air!**

As an expert and responsible manufacturer, Tollens has developed a **pollution-free feature for all three finishes** of every colour in the Flamant range (Wall Matt, Lack Matt and Wall & Wood Satin): **Air Care® technology.**

This active resin purifies the indoor air by capturing the main pollutants present in the air and transforming them into harmless molecules.

It starts working the moment you apply it, and the effect lasts 7 to 20 years, depending on the level of pollution. This constant air-purifying action is guaranteed throughout the paint's life cycle, providing you with protection and comfort.



FLAMANT

YOU'RE HOME

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