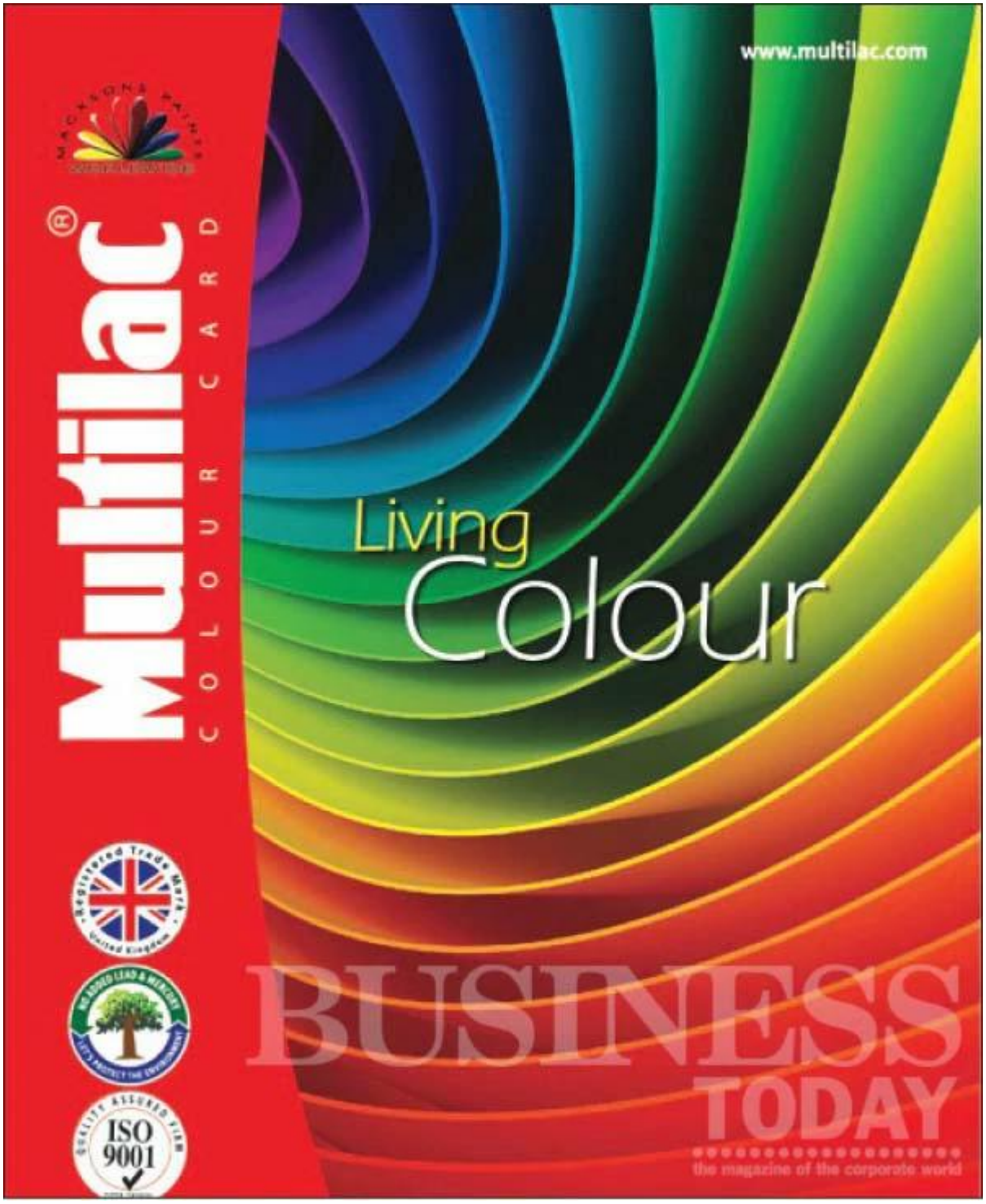
Multilac Brings Festive Cheer In ‘Living Colours’



Multilac, the Innovator, is infusing colour into this festive season and onwards to the Sinhala and Tamil New Year with a brilliant new Living Colour Card, which introduces 60 colours with 11 new colours from Multilac Gloss Enamel; 85 colours

with 14 new colours from the Multilac Premium range; and 69 colours with 16 brand new colours from the Multilac Weather Guard Ultra range. ‘Living Colours’, an exciting new range of colours demonstrate the pioneering and innovative spirit of Multilac brings 214 colours to consumers of Multilac with the addition of 41 brand new colours.

Multilac innovations are made possible by its quality assurance with a strong Research and Development team that worked tirelessly to feel the pulse of its consumers and invent new colour options. The team was supported by the dynamic Sales and Distribution arm, and an equally creative Marketing team, which conducted extensive research to identify the colour tastes of local consumers, thereby translating their dreams into reality under the Multilac Platinum brand.

Multilac Colourbanks offer unlimited colour options in addition to the colours available through the Multilac Living Colour Card. Furthermore, these new colours can be easily mixed and accessed via over 450 Multilac Colourbanks, which are units dedicated to mixing and matching any colour that a consumer desires.

Multilac understands the moods and desires of its consumers, which translate into different colours. The new range of colours from Multilac offer colours for every mood and meaning. Research has shown that colours of walls influence your moods, therefore Multilac’s wide range of colours add meaning to people’s lives. Multilac’s customers don’t have to blindly choose a shade of colour as they can refer the comprehensive Living Colour Card for shades that bring them happiness and serenity. Anticipating the festive season ahead, Multilac has devised the Living Colour Card, which showcases an amazing array of colours in every imaginable hue. Multilac has read the Sri Lankan colour mind map and true to its corporate promise of “Trusted Quality Worldwide”, it has launched the new colours with fanfare. Fancy the colour of a Red Arowana fish for your living room inner walls or an oak tree colour version for your outer walls? Now, your desires are available at all Multilac outlets, as we bring any colour on planet earth to your doorstep. Offering unlimited combinations, Living Colour promises a wonderful season for the nation!