

Our Newest Color Collection  
with Your Needs in Mind.

We began by studying the color selection process and color decisions of homeowners, builders, property managers, and residential and commercial designers. Only then we were able to create a color selection system to meet today's demanding expectations - like bigger color chips, hues arranged by color family and vivid room photography. Featuring a collection of 250 of the most popular hues, plus 37 of the hottest "Lifestyles" choices, Concepts in Color is the solution for creating the ultimate color experience in residential spaces.



With the Concepts in Color fan decks you can view our hundreds of new colors along with the existing hues in our complete COLOR™ system.

If you're in need of custom matches, our exclusive SherColor™ Advanced Computerized Color Matching System will ensure you get exactly what you need.

Go to your local  
Duron store to hear more  
about these colors.

**DURON**  
PAINTS & WALLCOVERINGS

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*Concepts in Color™*

A  
Whole New  
Way to Look  
at Color.

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# Concepts in Color™

|                           |                             |                               |                            |                             |                            |                             |                             |                           |                                  |                            |                           |                          |                            |                            |                             |                           |
|---------------------------|-----------------------------|-------------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|-----------------------------|---------------------------|----------------------------------|----------------------------|---------------------------|--------------------------|----------------------------|----------------------------|-----------------------------|---------------------------|
|                           |                             |                               | THRESHOLD TAUPE<br>SW 7501 | DRY DOCK<br>SW 7502         | STICKS & STONES<br>SW 7503 | SHOW STOPPER<br>SW 7588     | HABANERO CHILE<br>SW 7589   | RED OBSESSION<br>SW 7590  | RED BARN<br>SW 7591              | CRABBY APPLE<br>SW 7592    | RUSTIC RED<br>SW 7593     | COTTAGE CREAM<br>SW 7678 | GOLDEN GATE<br>SW 7679     | LANYARD<br>SW 7680         | TEA LIGHT<br>SW 7681        | BEE'S WAX<br>SW 7682      |
| KEYSTONE GRAY<br>SW 7504  | MANOR HOUSE<br>SW 7505      | LOGGIA<br>SW 7506             | STONE LION<br>SW 7507      | TAVERN TAUPE<br>SW 7508     | TIKI HUT<br>SW 7509        | CARRIAGE DOOR<br>SW 7594    | SOMMELIER<br>SW 7595        | ONLY NATURAL<br>SW 7596   | TREK TAN<br>SW 7597              | SIERRA REDWOOD<br>SW 7598  | BRICK PAVER<br>SW 7599    | BUFF<br>SW 7683          | CONCORD BUFF<br>SW 7684    | WHITE RAISIN<br>SW 7685    | HINOKI<br>SW 7686           | AUGUST MOON<br>SW 7687    |
| CHATEAU BROWN<br>SW 7510  | BUNGALOW BEIGE<br>SW 7511   | PAVILLION BEIGE<br>SW 7512    | SANDERLING<br>SW 7513      | FOOTHILLS<br>SW 7514        | HOMESTEAD BROWN<br>SW 7515 | BOLERO<br>SW 7600           | DOCKSIDE BLUE<br>SW 7601    | INDIGO BATIK<br>SW 7602   | POOLHOUSE<br>SW 7603             | SMOKY BLUE<br>SW 7604      | GALE FORCE<br>SW 7605     | SUNDEW<br>SW 7688        | ROW HOUSE TAN<br>SW 7689   | TOWNHALL TAN<br>SW 7690    | BILTMORE BUFF<br>SW 7691    | CUPOLA YELLOW<br>SW 7692  |
| KESTREL WHITE<br>SW 7516  | CHINA DOLL<br>SW 7517       | BEACH HOUSE<br>SW 7518        | MEXICAN SAND<br>SW 7519    | PLANTATION BROWN<br>SW 7520 | DORMER BROWN<br>SW 7521    | BLUE CRUISE<br>SW 7606      | SANTORINI BLUE<br>SW 7607   | ADRIFT<br>SW 7608         | GEORGIAN REVIVAL BLUE<br>SW 7609 | TURKISH TILE<br>SW 7610    | TRANQUIL AQUA<br>SW 7611  | STONEBRIAR<br>SW 7693    | DROMEDARY CAMEL<br>SW 7694 | MESA TAN<br>SW 7695        | TOASTED PINE NUT<br>SW 7696 | SAFARI<br>SW 7697         |
| MEADOWLARK<br>SW 7522     | BURNISHED BRANDY<br>SW 7523 | DHURRIE BEIGE<br>SW 7524      | TREE BRANCH<br>SW 7525     | MAISON BLANCHE<br>SW 7526   | NANTUCKET DUNE<br>SW 7527  | MOUNTAIN STREAM<br>SW 7612  | AQUA-SPHERE<br>SW 7613      | ST. BART'S<br>SW 7614     | SEA SERPENT<br>SW 7615           | BREEZY<br>SW 7616          | MEDITERANEA<br>SW 7617    | STRAW HARVEST<br>SW 7698 | RUSTIC CITY<br>SW 7699     | OLDE WORLD GOLD<br>SW 7700 | CAVERN CLAY<br>SW 7701      | SPICED CIDER<br>SW 7702   |
| WINDSOR GREIGE<br>SW 7528 | SAND<br>SW 7529             | BARCELONA BEIGE<br>SW 7530    | CANVAS TAN<br>SW 7531      | URBAN PUTTY<br>SW 7532      | KHAKI SHADE<br>SW 7533     | DEEP SEA DIVE<br>SW 7618    | LABRADORITE<br>SW 7619      | SEAWORTHY<br>SW 7620      | SILVERMIST<br>SW 7621            | HOMBERG GRAY<br>SW 7622    | CASCADES<br>SW 7623       | EARTHEN JUG<br>SW 7703   | TOWER TAN<br>SW 7704       | WHEAT PENNY<br>SW 7705     | CREOLE COTTAGE<br>SW 7706   | COPPER WIRE<br>SW 7707    |
| OUTERBANKS<br>SW 7534     | SANDY RIDGE<br>SW 7535      | BITTERSWEET STEM<br>SW 7536   | IRISH CREAM<br>SW 7537     | TAMARIND<br>SW 7538         | CORK WEDGE<br>SW 7539      | SLATE TILE<br>SW 7624       | MOUNT ETNA<br>SW 7625       | ZURICH WHITE<br>SW 7626   | WHITE HERON<br>SW 7627           | WINDFRESH WHITE<br>SW 7628 | GRAPY<br>SW 7629          | RUSTIC ADOBE<br>SW 7708  | COPPER POT<br>SW 7709      | BRANDYWINE<br>SW 7710      | PUEBLO<br>SW 7711           | TOWNHOUSE TAN<br>SW 7712  |
| ARTISAN TAN<br>SW 7540    | GRECIAN IVORY<br>SW 7541    | NATUREL<br>SW 7542            | AVENUE TAN<br>SW 7543      | FENLAND<br>SW 7544          | PIER<br>SW 7545            | RAISIN<br>SW 7630           | CITY LOFT<br>SW 7631        | MODERN GRAY<br>SW 7632    | TAUPE TONE<br>SW 7633            | PEDIMENT<br>SW 7634        | PALISADE<br>SW 7635       | TAWNY TAN<br>SW 7713     | OAK BARREL<br>SW 7714      | POTTERY URN<br>SW 7715     | CROISSANT<br>SW 7716        | LIGONIER TAN<br>SW 7717   |
| PRAIRIE GRASS<br>SW 7546  | SANDBAR<br>SW 7547          | PORTICO<br>SW 7548            | STUDIO TAUPE<br>SW 7549    | RESORT TAN<br>SW 7550       | GREEK VILLA<br>SW 7551     | ORIGAMI WHITE<br>SW 7636    | OYSTER WHITE<br>SW 7637     | JOGGING PATH<br>SW 7638   | ETHEREAL MOOD<br>SW 7639         | FAWN BRINDLE<br>SW 7640    | COLLONADE GRAY<br>SW 7641 | OAK CREEK<br>SW 7718     | FRESCO CREAM<br>SW 7719    | DEER VALLEY<br>SW 7720     | CRESENT CREAM<br>SW 7721    | TRAVERTINE<br>SW 7722     |
| BAUHAUS BUFF<br>SW 7552   | FRAGILE BEAUTY<br>SW 7553   | STEAMED MILK<br>SW 7554       | PATIENCE<br>SW 7555        | CRÈME<br>SW 7556            | SUMMER WHITE<br>SW 7557    | PAVESTONE<br>SW 7642        | PUSSYWILLOW<br>SW 7643      | GATEWAY GRAY<br>SW 7644   | THUNDER GRAY<br>SW 7645          | FIRST STAR<br>SW 7646      | CRUSHED ICE<br>SW 7647    | COLONY BUFF<br>SW 7723   | CANOE<br>SW 7724           | YEARLING<br>SW 7725        | LEMON VERBANA<br>SW 7726    | KOI POND<br>SW 7727       |
| MEDICI IVORY<br>SW 7558   | DÉCOR WHITE<br>SW 7559      | IMPRESSIVE IVORY<br>SW 7560   | LEMON MERINGUE<br>SW 7561  | ROMAN COLUMN<br>SW 7562     | RESTFUL WHITE<br>SW 7563   | BIG CHILL<br>SW 7648        | SILVERPLATE<br>SW 7649      | ELLIE GRAY<br>SW 7650     | FRONT PORCH<br>SW 7651           | MINERAL DEPOSIT<br>SW 7652 | SILVERPOINTE<br>SW 7653   | SPROUT<br>SW 7728        | EDAMAME<br>SW 7729         | FORESTWOOD<br>SW 7730      | SAN ANTONIO SAGE<br>SW 7731 | LEMONGRASS<br>SW 7732     |
| POLAR BEAR<br>SW 7564     | OYSTER BAR<br>SW 7565       | WESTHIGHLAND WHITE<br>SW 7566 | NATURAL TAN<br>SW 7567     | NEUTRAL GROUND<br>SW 7568   | STUCCO<br>SW 7569          | LATTICE<br>SW 7654          | STAMPED CONCRETE<br>SW 7655 | RHINESTONE<br>SW 7656     | TINSMITH<br>SW 7657              | GRAY CLOUDS<br>SW 7658     | GRIS<br>SW 7659           | BAMBOO SHOOT<br>SW 7733  | OLIVE GROVE<br>SW 7734     | PALM LEAF<br>SW 7735       | GARDEN SAGE<br>SW 7736      | MEADOW TRAIL<br>SW 7737   |
| EGRET WHITE<br>SW 7570    | CASA BLANCA<br>SW 7571      | LOTUS POD<br>SW 7572          | EAGLET BEIGE<br>SW 7573    | ECHELON ECRU<br>SW 7574     | CHOP STICKS<br>SW 7575     | EARL GREY<br>SW 7660        | REFLECTION<br>SW 7661       | EVENING SHADOW<br>SW 7662 | MONORAIL SILVER<br>SW 7663       | STEELY GRAY<br>SW 7664     | WALL STREET<br>SW 7665    | CARGO PANTS<br>SW 7738   | HERBAL WASH<br>SW 7739     | MESSENGER BAG<br>SW 7740   | WILLOW TREE<br>SW 7741      | AGATE GREEN<br>SW 7742    |
| DAMSEL<br>SW 7576         | BLACKBERRY<br>SW 7577       | BORSCHT<br>SW 7578            | ALAEA<br>SW 7579           | CARNELIAN<br>SW 7580        | ROSETTEE<br>SW 7581        | FLEUR DE SEL<br>SW 7666     | ZIRCON<br>SW 7667           | MARCH WIND<br>SW 7668     | SUMMIT GRAY<br>SW 7669           | GRAY SHINGLE<br>SW 7670    | ON THE ROCKS<br>SW 7671   | MOUNTAIN ROAD<br>SW 7743 | ZEUS<br>SW 7744            | MUDDLED BASIL<br>SW 7745   | RUSHING RIVER<br>SW 7746    | RECYCLED GLASS<br>SW 7747 |
| SALUTE<br>SW 7582         | WILD CURRENT<br>SW 7583     | THEATRE RED<br>SW 7584        | SUNDRIED TOMATO<br>SW 7585 | STOLEN KISS<br>SW 7586      | ANTIQUÉ RED<br>SW 7587     | KNITTING NEEDLES<br>SW 7672 | PEWTER CAST<br>SW 7673      | PEPPERCORN<br>SW 7674     | SEALSKIN<br>SW 7675              | PAPER LANTERN<br>SW 7676   | GOLD VESSEL<br>SW 7677    | GREEN EARTH<br>SW 7748   | LAUREL WOODS<br>SW 7749    | OLYMPIC RANGE<br>SW 7750   |                             |                           |

**IMPORTANT:** Colors are reproduced using printing inks, not actual paint. Always select final colors from in-store color swatches, a fandeck, or Color To Go™. Colors may vary slightly in actual use due to area, sheen, surface, applications or lighting.

See important color sample information on the right panel.