

WOODTECH

# WOOD FASHION

— Oh-so-chic ideas for your wooden décor —



FINISHES - WHITE | BLACK | CLEAR



Asian Paints Ltd. 6A, Shantinagar, Santacruz(E), Mumbai - 400055

\*For more information visit our website [www.asianpaints.com](http://www.asianpaints.com)



# A *canvas* *of Lifestyle*

**LOVE** &  
*latest*  
**TRENDS**

*O*f elevated spaces and memorable faces  
Your home's all about bonding and warm breezes  
Elements that reflect your fashionable choices  
Be it contemporary wooden beds or classy couches  
With our array of beautiful wood finishes & more  
You can breathe new life and joy into your wooden décor  
Experience the monochrome magic in black and white  
Or discover refined shades of wood that feel so right  
Go on, let your home reflect vibes so good  
That it makes people say... Touch Wood

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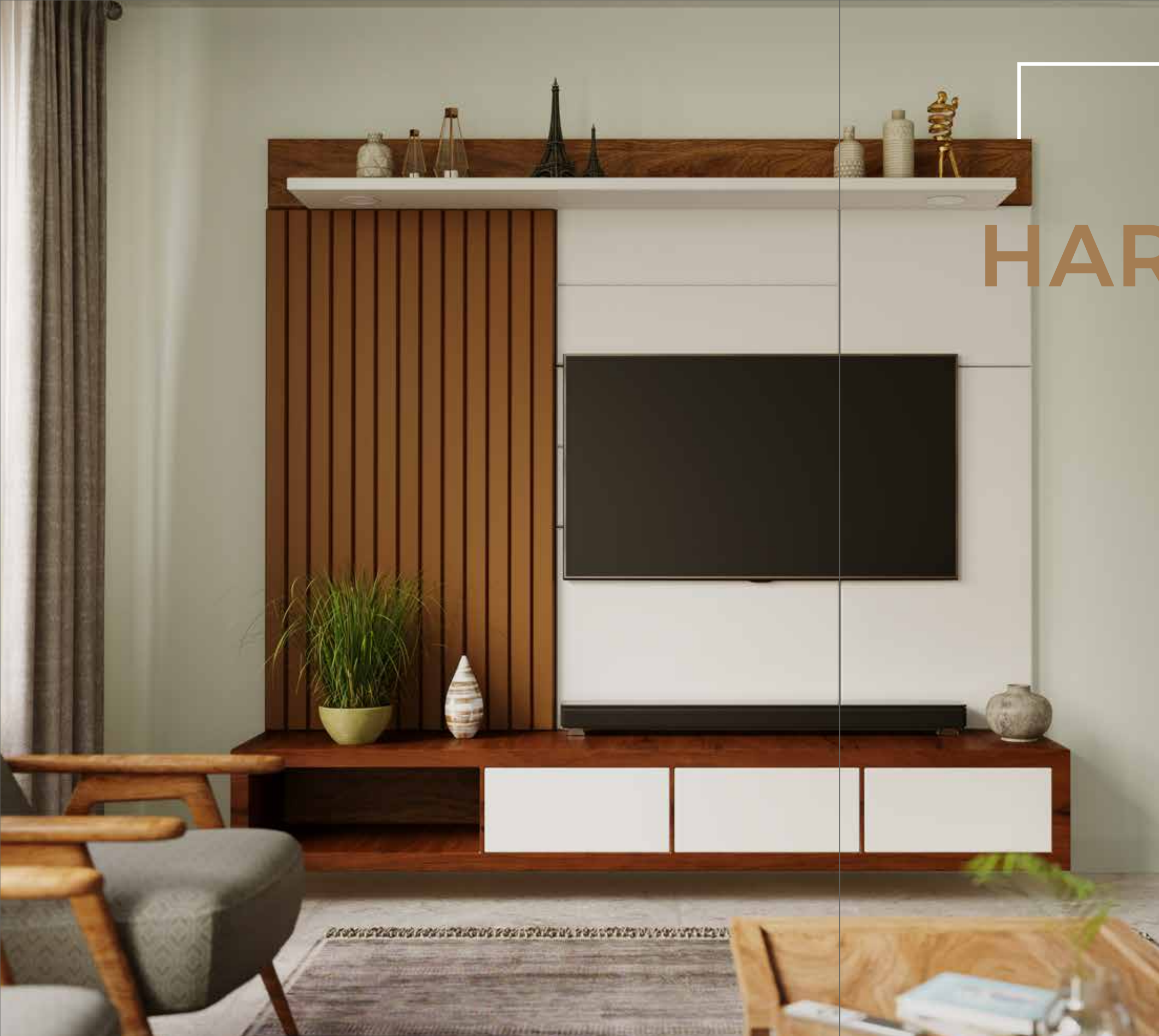


# *living* ROOM

If your living room could talk, it would narrate tales of a thousand delightful moments and joyful conversations. Let your wooden décor echo these warm vibes with accents of natural wood shades – be it a deep red brown or classic walnut finish. And, for an understated urban feel, highlight those special corners in a monochrome palette of black and white.



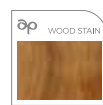




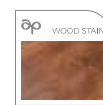
*happy*  
**HARMONIES**



White



Teak



Walnut

Uplift your tranquil living space to create a positive atmosphere. Reimagine your wooden decor in soothing whites that complement the warm browns.





White



Teak

Maximise the energy of your urban living zone by defining your wooden decor with a dash of white colour. Strike a balance with accents of authentic wood finishes.

# *sunny* SIDE UP





*ultimate*  
**UNWINDING**



Let your décor exude a casual yet classic ambience to rejuvenate in style. Whites on wood work like magic to rest your thoughts and start afresh.



White



Black



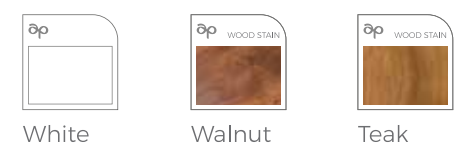
Walnut





*reflections in*

# RHYTHM



A cosy corner in your living area works like a blank white slate to introspect and get inspired. Whether it's rethinking a wooden cabinet in white or experimenting with a new shade of wood, create a calming blend.





ALTERNATIVE  
COLORS



ALTERNATIVE 01



White



Black

ALTERNATIVE  
COLORS



ALTERNATIVE 03



White

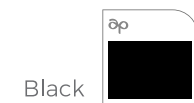


Black

ALTERNATIVE 02



White



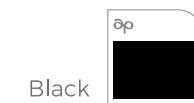
Black



ALTERNATIVE 04



White



Black



WOOD FINISH



ALTERNATIVE 01



Teak



Charcoal

WOOD FINISH



ALTERNATIVE 03



Rosewood



ALTERNATIVE 02

Oak Yellow



Charcoal



ALTERNATIVE 04

Oak Yellow



Walnut





# *bed* ROOM

Whether it is indulging in dreamy dialogues or playful banter by the bed, your resting zone holds many memories close to your heart. Think beyond colours when it comes to highlighting your snooze space. With luxurious walnut or rosewood finish or even an experimental black and white palette on your wooden décor, you can create a soothing ambience that your bedroom deserves.







# *sophisticated* **STYLE**

Be it your wardrobe or a chest of drawers, create visual talking points in your siesta space with undertones of white. Add pops of this neutral shade to your wooden decor for an elegant environment.

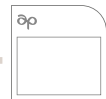


White

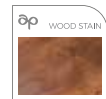


Rosewood





White



Walnut

Unravel the peaceful energies of your nap zone. Complement darker shades of wood finish with composed whites to feel at ease and write a refreshing new chapter in your day.



# *classy* CREATIONS



# *de-stressing* **DIARIES**



White



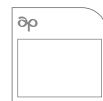
Charcoal

Let your bedroom exude luxurious lustre in white as your wooden décor gets an opulent makeover. Experiment with lighter shades of wood finishes like charcoal to enjoy a serene breathing space.





# *casual* CALM



White



Teak

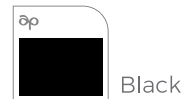
Make room for creating an illusion of space. Let serene whites repainted on wooden furniture work their magic in combination with lighter finishes on wood. The relaxing vibes give you the perfect reason to not get out of bed.



ALTERNATIVE  
COLORS



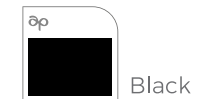
ALTERNATIVE 01



ALTERNATIVE  
COLORS



ALTERNATIVE 03



ALTERNATIVE 02



ALTERNATIVE 04





WOOD FINISH



ALTERNATIVE 01



Walnut

WOOD FINISH



ALTERNATIVE 03



Oak Yellow



Walnut



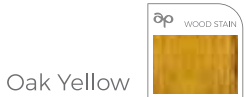
ALTERNATIVE 02



Rosewood



ALTERNATIVE 04



Oak Yellow



Teak

# dining SPACE

Doesn't bonding over breakfast and sharing supper secrets make it one of your favourite spaces at home? Transform it into a powerhouse of creativity and conversations, with subtle changes in your décor. Repaint your wooden furniture in subdued whites and blacks for a refined feel. Or draw inspiration from the earthy shades of wood finishes - from wenge to teak and from rosewood to walnut. Make your dining area a space to relish recipes and relationships, alike.







White



Teak

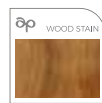
Amp up the look of your wooden dining décor. The complementing combination of black and white colours can reflect your contemporary taste and put the spotlight on the centre table. Complement it by adding accents of light shades of wood for an unmissable charm.

# *delectable* DIALOGUES





White



Teak

When it comes to your décor, nothing works its magic better than the wonder of white. Creating a sense of space and light, it livens the atmosphere while adding a pristine touch. Painting your wooden surfaces in white can make your dining space look versatile.



*luxurious*  
**LOVE**





# *sleek* SURPRISES

Go all out with white to emanate polished and open-hearted vibes in your dining space. White painted on wood can make your area look spacious, exuding peaceful and positive energies. If you wish to break the monotony, add subtle accents of dark wood colours.



White



Black



Walnut







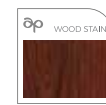
# *cosy* CHATTER



White



Black



Red Brown

Add more character to your dining zone by playing with the colours of wood. Refresh the space and create a deeper connect using darker shades of wood – be it teak, charcoal, walnut or red brown. And, all you need to highlight it further is painting a small portion in white and black for a glossy effect.





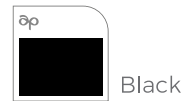
ALTERNATIVE  
COLORS



ALTERNATIVE 01



White



Black

ALTERNATIVE  
COLORS



ALTERNATIVE 03



White

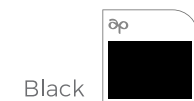


Black

ALTERNATIVE 02



White



Black



ALTERNATIVE 04



White



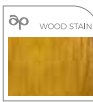
Black



WOOD FINISH



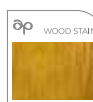

ALTERNATIVE 01

-  Oak Yellow
-  Charcoal

WOOD FINISH




ALTERNATIVE 03

-  Oak Yellow
-  Teak

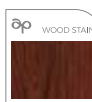
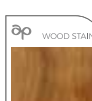


ALTERNATIVE 02

-  Red Brown



ALTERNATIVE 04

-  Red Brown
-  Teak





# *kitchen* **ARENA**

With all the ingredients for joyful bonding, your cooking space is the heart of your home. Remodel and add a wow factor to your kitchen decor by infusing it with the wonder of wood. Play around with natural wood colours to reflect the friendliness and simplicity of the space. Sprinkle your wooden décor with black and white colours to draw the eye to your favourite corners. Get ready to dish up a revamped look.

*muted*  
**MOMENTS**



White



Black

Explore a salt and pepper look in your kitchen for an organised and functional feel. A two-toned palette of black not only elevates your cooking space but also adds the touch of simplicity to transform the mood.



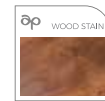
# *trendy* TÊTE-À-TÊTE



White



Black

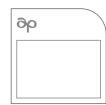


Walnut

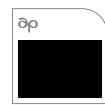
A melting pot of ideas and experimentation, your kitchen décor can be uplifted with a beautiful combination of whites, blacks and light wood finishes. Raise the bar for kitchen remodelling with chic ideas that inspire.







White



Black



Teak

When you are looking for sophisticated décor ideas, complement the sleek lines of your kitchen with subdued colours. Accentuate the cabinets with white and black colour on lighter shades of wood for a contemporary effect.

# *monochrome* MAKEOVER





# *bold* BECKONING

Add a fresh twist to your kitchen décor for a commanding yet casual look. Nothing spells glamour better than a pure white and black palette, painted beautifully on wood. Redesign it to give it a sense of larger space and symbolise your urban lifestyle.



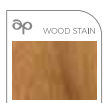
White



Black



Rosewood

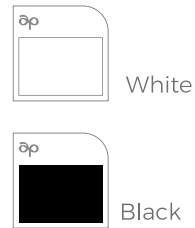


Teak

ALTERNATIVE  
COLORS



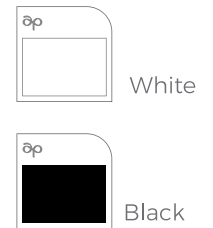
ALTERNATIVE 01



ALTERNATIVE  
COLORS



ALTERNATIVE 03



ALTERNATIVE 02



ALTERNATIVE 04

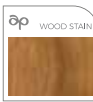





WOOD FINISH




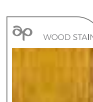
ALTERNATIVE 01

-  Teak
-  Rosewood

WOOD FINISH



ALTERNATIVE 03

-  Teak
-  Oak Yellow

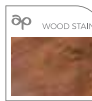


ALTERNATIVE 02

-  Rosewood
-  Walnut



ALTERNATIVE 04

-  Walnut



# *kids'* ROOM

Lots of giggles, tiny feet trotting around and a room that spells F-U-N – it's a play arena buzzing with endless possibilities. Painted by their imagination every day, your kids' room is a powerhouse of happy energy. How about complementing your kids' colourful world with mellow white and chic wood themed spaces? So that they always have a blank canvas to come back to, restore their energy and wake up getting inspired to do more... play more... dream more. And, so that your kids' room doesn't look like any other but has a unique charm about it, just like them!







*perky*

**PLAY**



White

Game for something new? Opt for a light wood finish on your kids' room furniture and storage space. Introduce accents of white that can elevate the look and feel of the space. A muted backdrop can work wonders in making their colourful toys and books stand out.

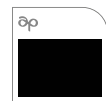




# *whimsical* **WHITES**



White



Black

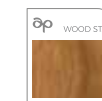
In a world of colour, be white! With this pristine colour painted on the wooden décor of your kids' room, you can ensure a clean and interesting visual effect. Let a hint of contrasting black peek out to add that element of delight.







White



Teak

Toy around with new ideas! Mix and match the colour of the wooden décor in your kids' room. Pure white paint on wood blended with blondish brown tones can work its magic. Prep it up for a spruced up feel.

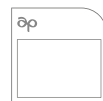
*fun*  
**FANTASIES**



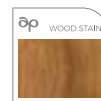


# sassy SECRETS

Say goodnight to your kids in an ambience that radiates light heartedness. Opt for a subtle palette of wood finish to add neutrality to an otherwise multicoloured room. It also creates a calming mood to comfort your high-spirited tots.



White



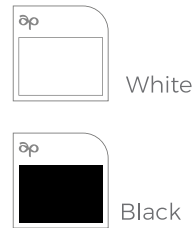
Teak



ALTERNATIVE  
COLORS



ALTERNATIVE 01



White

Black

ALTERNATIVE  
COLORS



ALTERNATIVE 03



White

Black

ALTERNATIVE 02

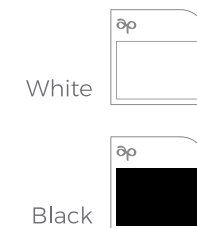


White

Black



ALTERNATIVE 04



White

Black



WOOD FINISH



ALTERNATIVE 01



Walnut

WOOD FINISH



ALTERNATIVE 03



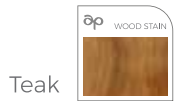
Teak



Red Brown



ALTERNATIVE 02



Teak



ALTERNATIVE 04



Oak Yellow



# *exterior* **BLISS**

Whether it is the porch or the garden space, your home's outdoor area invites sunshine and surprise visitors. A little mynah flying in to wish you Good Morning or a relative dropping by for a casual conversation enlivens its energy. Refashion your exterior spaces by painting them in long-lasting natural colours of wood. You can also get experimental by adding tinges of whites and blacks.







*aesthetic*  
**ALLURE**



White



Walnut

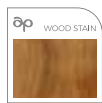
Enhance the beauty of your home's entrance to set the stage for its elegant ambience. Transform it in little ways by changing the colour of the wooden door and furniture. Play around with highlights of white colour, which can make it look gorgeous.







White



Teak

Create an enticing exterior space that exudes an easy breezy mood. Welcome an atmosphere of joy by giving your wooden décor a makeover. Go for mid tones of natural wood that blend in beautifully in an earthy setting.

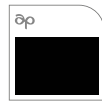
*natural*

**NUANCES**





White



Black



Walnut

Whether it is painting small elements like the wooden plant area in white, or the wooden window frames in reddish brown shades of wood, let your exteriors radiate simplicity. The beauty of the environment gets best highlighted in close-to-nature hues.

# *beaming* **BLOOMS**



*earthy*

# ELEGANCE

Say hello to extraordinary exteriors as you let the wooden décor of your entrance reflect your modish lifestyle. Design this space to create an embracing aura that's hard to miss. Explore varying shades of wood finish to make different corners stand out stylishly.



White



Teak





ALTERNATIVE COLORS



ALTERNATIVE 01



White



Black

ALTERNATIVE COLORS



ALTERNATIVE 03



White

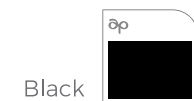


Black

ALTERNATIVE 02



White



Black



ALTERNATIVE 04



White



Black


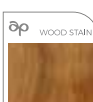




WOOD FINISH



ALTERNATIVE 01

-  Rosewood
-  Teak

WOOD FINISH



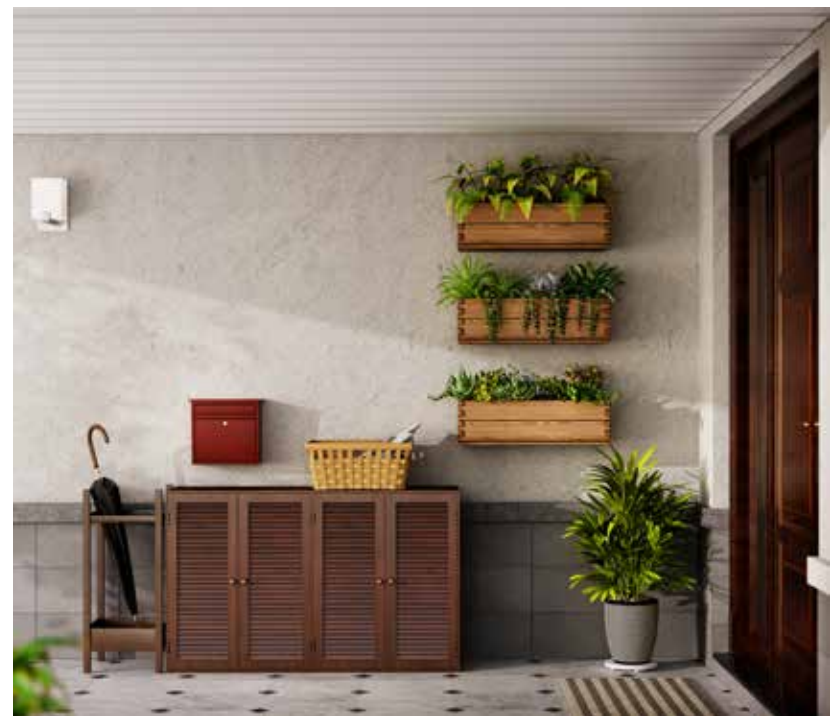
ALTERNATIVE 03

-  Walnut
-  Charcoal

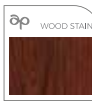


ALTERNATIVE 02

-  Oak Yellow
-  Walnut



ALTERNATIVE 04

-  Red Brown



## PRODUCT STORY



### WOODTECH POLYESTER Gold

Boasting a mirror-like finish and glass-like clarity, this product sits at the peak of all wood finish coatings. Offering the clearest finish with greatest gloss levels, it possesses high image clarity. This finish has superior film thickness that provides unmatched beauty and long lasting durability. This product is also available in white.



### WOODTECH EMPORIO PU

This luxury wood finish coating brought to you from Italy offers excellent film clarity to enhance the beauty of the grains of wood. Highly resistant to abrasion, it offers long lasting durability and is also suitable for exterior application. This product comes in white & black shades for use on engineered wood in variants like dead matt, matt, semi gloss and high gloss.



### WOODTECH Wood Stain

An elegant range of translucent dyes for natural wood and veneers. Our wood stains amplify the beauty of grains and provide an even tone. They are available in these attractive shades of walnut, teak, rosewood, red brown, charcoal, oak yellow, red and green.



## PRODUCT STORY



### WOODTECH AQUADUR PU

This revolutionary water-based PU is health-safe and eco-friendly. Its low volatile organic compounds make it environment safe and the low odour allows work while residents are in the house. Its water-based coating is non-yellowing for an extended duration of time. Rest assured about little ones as this child-safe product complies to EN 71.3 norms. This product is also available in white.



### WOODTECH PU

A premium acrylic-based PU coating, it offers excellent film clarity to enhance the natural beauty of wood. Its tough film protects the wood from scratches and stains while the non-yellowing properties maintain its beauty for a long time. It gives excellent gloss and ensures long lasting gloss retention. Its exterior variant can also be used on outdoor surfaces.





**Think**  
*beyond*  
**CLICHES.**  
**Think** *chic.*

*B*lacks, whites and shades of brown  
Make your space the talk of the town  
Be it the bed or the entrance door  
There are always new ideas to explore  
Go on, set the mood for monochrome  
To make your house truly feel like home