

JUL - SEP 2016

Signature  
**COLOUR**

Colour your washroom with Champagne, Blue or even Turquoise?

### Colour Psychology

- ▶ Influence behaviour
- ▶ Evoke positive emotions
- ▶ Brand enhancement

**PINK**  
Soft, warm, caring

**RED**  
Energetic, lively

**BLUE**  
Trust and purity

**TURQUOISE**  
Inspiring and motivating

**GREEN**  
Refresh and harmony

**CHAMPAGNE**  
Luxury and elegance

**BLACK**  
Strength and sophistication

### What is happening in washroom design today?



Social & viral marketing influences brand management



"Service scape" is evolving in service/hospitality business



Aesthetics and decor forms a part of washroom design



Consumers expectations and demands are rising



A need to stay ahead of competition



Colour has a psychological influence on mood



More than just a washroom today. It is a lifestyle space



Personalised marketing demands are increasing



More reliance on applying differentiated marketing

### Choose your colourful integrated hygiene solutions here

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**Cubicle Hygiene**

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### Promotions and Happenings



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