

2023 COLOR OF THE YEAR

REDEND  
POINT

SW 9081  
C: 437R3572  
E: 397C1137

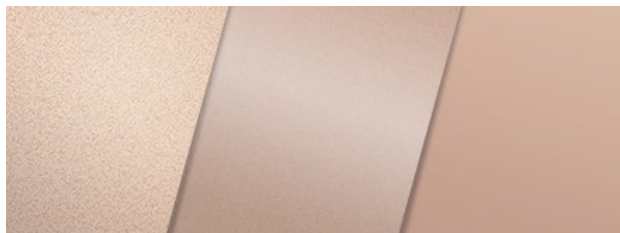
# SOULFUL AND WARM, REDEND POINT IS OUR 2023 COLOR OF THE YEAR.

## WHAT IS COLOR OF THE YEAR?

Precisely selected by our illustrious panel of color experts, Redend Point is an intriguing neutral that simultaneously invites adventure and familiarity to any product or project. This color embodies minimal simplicity while evoking organic connection among one another and our planet.

## VERSATILE AESTHETIC

Our 2023 Color of the Year is suitable for a wide range of uses. From window frames to wall panels, Redend Point is the perfect hue for your next project. In the spirit of exploration, Redend Point forges a new path as a blushing beige that's sure to leave onlookers in awe.



## BUILD A DEEP CONNECTION

Redend Point is a rust-tinted neutral that imparts cozy warmth and natural earthiness. As a new essential, its soft and restorative depth awakens an environment where mind and soul can relax and restore. This captivating hue has the power to inspire, stimulate and enliven a broad variety of coil applications, elevating design to sophisticated summits. You can see and feel its nourishing tone.

Motivating us to create deep connections, Redend Point invites a soulful artistry. From shimmering sparkle to daring mattes, there's a finish for every statement. You can specify these colors in multiple finishes such as Fluropon® and Illumipon™, as well as a wide variety of special effects including Kameleon and Nova.

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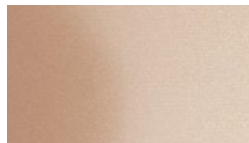
## REDEND POINT

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### Redend Point

E: 397C1137  
C: 437R3572



### Nova Gold

E: 397FX0053  
C: 437FX3576



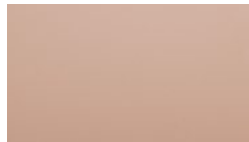
### Nova Silver

E: 397FX0052  
C: 437FX3575



### Mica/Metallic

E: 399D2241  
C: 439RZ10001M



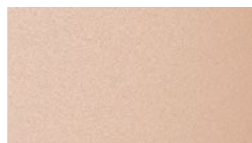
### Low Gloss/Low Sheen

E: 397C1136  
C: 437R3571



### Kameleon

E: 39KA0137  
C: 43KZ0308



### Texture

E: 397C1138  
C: 437R3573



### High Gloss: Illumipon™

E: 637L0016  
C: 737RD1095

### COLORS TO REMEMBER

Intimately interconnected, the colors selected for our annual Color of the Year are based on methodical research and analysis. Evergreen Fog, Urbane Bronze and Naval, our spotlighted colors of 2022, 2021 and 2020 respectively, intertwine with Redend Point to form a cohesive palette that balances organic familiarity with unexpected refinement.



### COLORFULLY YOURS

We're here to help you through the color selection process. Contact us at [coilhelp@sherwin.com](mailto:coilhelp@sherwin.com). To learn more, visit [coil.sherwin.com/coloroftheyear](https://coil.sherwin.com/coloroftheyear).