

Media Release

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High Point Market feels the Rhythm this fall with AkzoNobel's latest color innovations

HIGH POINT, North Carolina – Furniture, kitchen and flooring manufacturers attending High Point Market this fall will get insights into the latest color trends and coatings innovations from experts in [AkzoNobel's](#) Global Color and Design Studio for Wood Coatings.

Taking place between October 25-29, High Point Market is a landmark in the industry calendar. At this fall's event, specialists from AkzoNobel's global color team will be showcasing the [2026 Colors of the Year – Rhythm of Blues™](#), as well as networking with attendees, collaborating with customers and demonstrating new innovations.

An industry leader in color research and technologies, AkzoNobel's Global Color and Design Studio works with color designers and architects around the world to understand the latest influences affecting colors and effects in paints and coatings, **drawing inspiration from related fields, such as fashion, architecture, lifestyle and nature**. It also works closely with technical experts and wood manufacturers to ensure its finishes are robust and can be industrialized globally.

Feel the rhythm

The Rhythm of Blues family comprises three eye-catching indigo shades: a light blue Mellow Flow™, a dark blue Slow Swing™ and the vibrant Free Groove™ – three different rhythms that offer endless scope for furniture, cabinets, building products and flooring. **The collection has been especially created to inspire furniture designers and joinery manufacturers**, making it easy to choose shades and combinations for a timeless look that is also on-trend.

“At AkzoNobel, inspiring our customers with fresh color ideas and emerging trends is at the heart of what we do, drawing on our rich heritage and deep expertise,” says Bryan Hodges, Color and Design Manager Wood Coatings at AkzoNobel. “Our Global Color and Design Studio is always exploring new possibilities in color, texture, and finish, ensuring our customers stay ahead of the curve. **We're looking forward to unveiling some of our latest creative concepts at High Point Market this fall.**”

See what's next

The new palettes, trends and innovations on show are likely to be a key influence on home decor over the next 12 months. Market attendees will have the opportunity to **see these colors applied to various wood substrates and finishes**, demonstrating how different techniques and applications can transform the appearance and feel of different pieces.

“Our Rhythm of Blues family provides an essential resource for manufacturers looking to differentiate their projects with on-trend wood coatings,” adds Hodges. **“For consumers, these palettes make it easier to select colors and combinations that reflect current preferences while maintaining a timeless appeal.”**

Visit AkzoNobel at High Point Market, October 25-29, 2025, and get more information about AkzoNobel Wood Coatings [here](#). Plus, follow along on social media with #COTY26 #ABlueForYou! #BelieveInblue #RhythmOfBlues and #AkzoNobel [#AkzoNobelWoodCoatings](#) [#Chemcraft](#).

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About AkzoNobel

Since 1792, we've been supplying the innovative paints and coatings that help to color people's lives and protect what matters most. Our world class portfolio of brands – including Dulux, International, Sikkens and Interpon – is trusted by customers around the globe. We're active in more than 150 countries and use our expertise to sustain and enhance everyday life. Because we believe every surface is an opportunity. It's what you'd expect from a pioneering and long-established paints company that's dedicated to providing more sustainable solutions and preserving the best of what we have today – while creating an even better tomorrow. Let's paint the future together.

For more information, please visit www.akzonobel.com

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