

SELLEYS®

WET AREA LINE EXTENSIONS

November
2022

Presented by
Selleys



SELLEYS® WET AREA MATT WHITE

New Line Extension



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DULUXGROUP CONSUMER TRENDS FORECAST **NATURAL** TEXTURES & **LUXURIOUS** FINISHINGS ARE GAINING POPULARITY IN DIY

MACRO TREND: RESPITE REVOLUTION



MICRO TREND: BATHROOMS ARE GETTING MORE & MORE LUXURIOUS

As uncertainties abound, consumers want to indulge their fantasies and live for the moment, with personalized and high-end products designed for pleasure. This means luxe bathroom finishings like premium matt tiles, ornate tapware and lavish baths are gaining popularity.

MACRO TREND: REWILDING



MICRO TREND: FEEL ONE WITH NATURE THROUGH NATURAL APPROPRIATION

The healing power of nature continues dictating interior and exterior design trends. Biophilic sensibilities are extending to colour and texture selection, especially in common wet areas like kitchens & bathrooms which can be an area of focus for relaxation and tranquility.

MACRO TREND: PEOPLE POWER




MICRO TREND: EVERYDAY LUXURY IS NO LONGER FOR THE WEALTHY

High-end design is being democratised. Being driven by social media and material hacks, the everyday home decorator can get the luxury look in their bathroom or kitchen that they've always wanted, with more and more consumers taking matters into their own hands to create a space they love.

SOURCE: DuluxGroup Consumer & Construction Trends 2022

Laminex
AbsoluteMatte®
Finish



 caesarstone



MATT FINISHES ARE
TRENDING ACROSS
DIFFERENT SUBSTRATES

COLORBOND® STEEL
MATT
COLOURS WITH A MATT FINISH FOR YOUR HOME
ROOFING, WALLING, GUTTERS, GARAGE DOORS

matt



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A Matt White addition to Selleys Wet Area range delivers on consumer needs for on-trend finishes

- First to Retail Hardware Matt White Finish
- Opportunity for category premiumisation & consumer trade up
- Trusted Selleys brand that delivers superior results



NB: Artwork WIP



The Quality of Selleys Wet Area, in a premium Matt finish

- Waterproof seal
- Will not shrink, crack or peel away
- Mould-Resistant
- Low VOC



Targeting Key DIY Consumer Segments for Growth

- Next Generation of DIYers
- Ambitious Amateurs

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WET AREA MID-GREY & CHARCOAL

New Line Extension



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CONSUMERS ARE LOOKING FOR PERFECT COLOUR-MATCHING SEALANTS TO FINISH OFF THEIR HOME'S MOST-EXPENSIVE AREAS

MACRO TREND: RESPITE REVOLUTION



GREYS ON-TREND ACROSS MULTIPLE CATEGORIES

The top 20 best-selling Dulux paint colours are greys & neutrals. Consumers are continually moving towards more natural, muted tones. After White & Clear, Light Grey & Dark Grey are the highest volume Wet Area colours in the range.

MACRO TREND: SURVIVALISM



DIYERS NEED RELIABLE & TRUSTWORTHY BRANDS LIKE SELLEYS TO DELIVER

In an ever-changing environment, trust & product reliability have never been more important. DIYers are more likely to consider Selleys over a competitor, when choosing a sealant for their next project[^]. Providing more choice to consumers for a perfect match provides an opportunity for category growth.

MACRO TREND: PEOPLE POWER



ONGOING CONSUMER NEED FOR PERFECT MATCH

Consumers spend more renovating wet areas than other areas of the home[#], and there is a real need to finish the job right. We're seeing more requests for advice on silicone colour-matching online.

SOURCE: *Last 52W sales out results. ^Selleys Brand Health Study 2022. #Houzz & Home Australia 2021

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Additions to Selleys Wet Area range deliver on consumer need for colour matching silicone

- Trusted Selleys brand that delivers superior results
- Opportunity for category premiumisation & consumer trade up



The Quality of Selleys Wet Area, in more on-trend colours

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WET AREA NPDs

Mid -Grey, Charcoal
& Matt White



SELLEYS®

The Range



NEW

NEW

NEW

PROPOSED
DELETION



NB: Artwork WIP