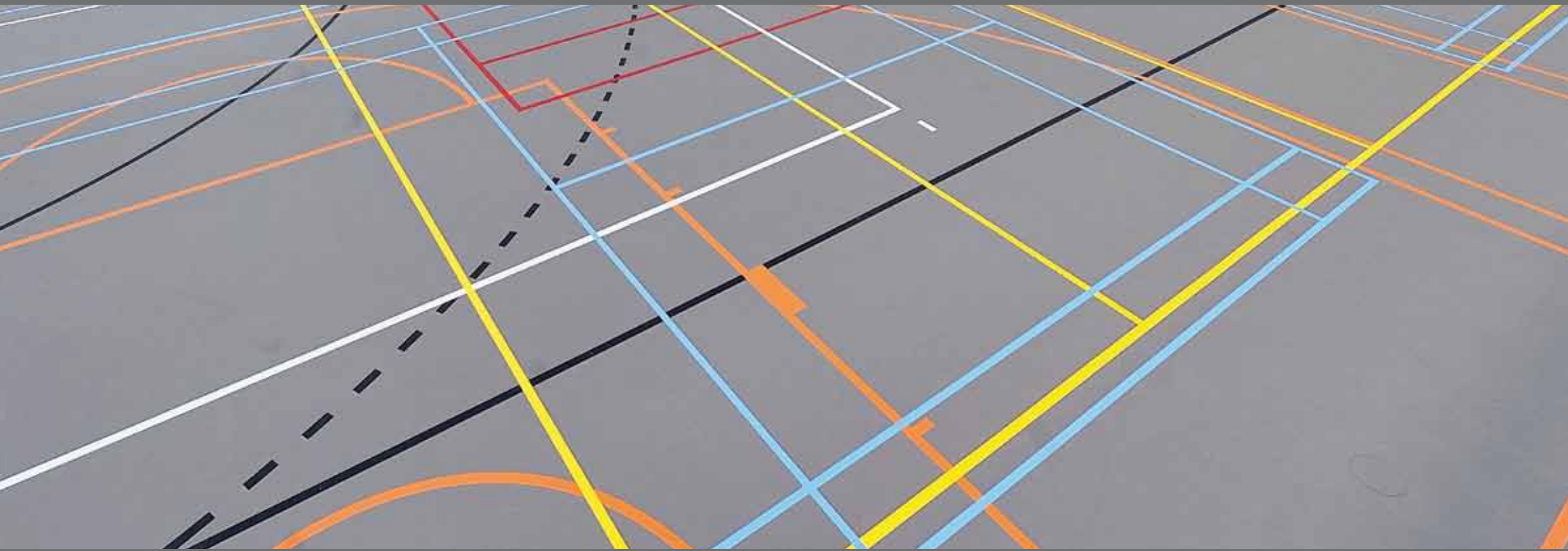


THE ART OF PULASTIC



Development and Design

Descol sports surfaces

Josette de Jong
Linsey Nijdeken

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Krispijn de Haas

Location photography

Dirk-Jan Poot



We trust this book will encourage you to use colour as an attribute to your facility and will help you to be creative. The broad knowledge and experience of Descol sports surfaces in the flooring market leads to many innovative concepts. The overview of the international projects shows how colour is applied in various ways. The seamless structure of Pulastic floors facilitates the combination of different colours in the same floor.

Pulastic floors can be applied in familiar classic colours and contemporary design colours. You will always find your personal favorite colour or we can create an individual collection for you.

All colour shades have specific properties and represent values of Descol sports surfaces and its brand, Pulastic. Join us in the artistic world of Pulastic flooring.

YELLOW SHADES



The colour yellow relates to acquired knowledge. Being the lightest hue of the spectrum, the colour psychology of yellow is uplifting and illuminating, offering hope, happiness, cheerfulness and fun. In the meaning of colours, yellow inspires original thought and inquisitiveness. Yellow is creative from a mental aspect, the colour of new ideas, helping us to find new ways of doing things.

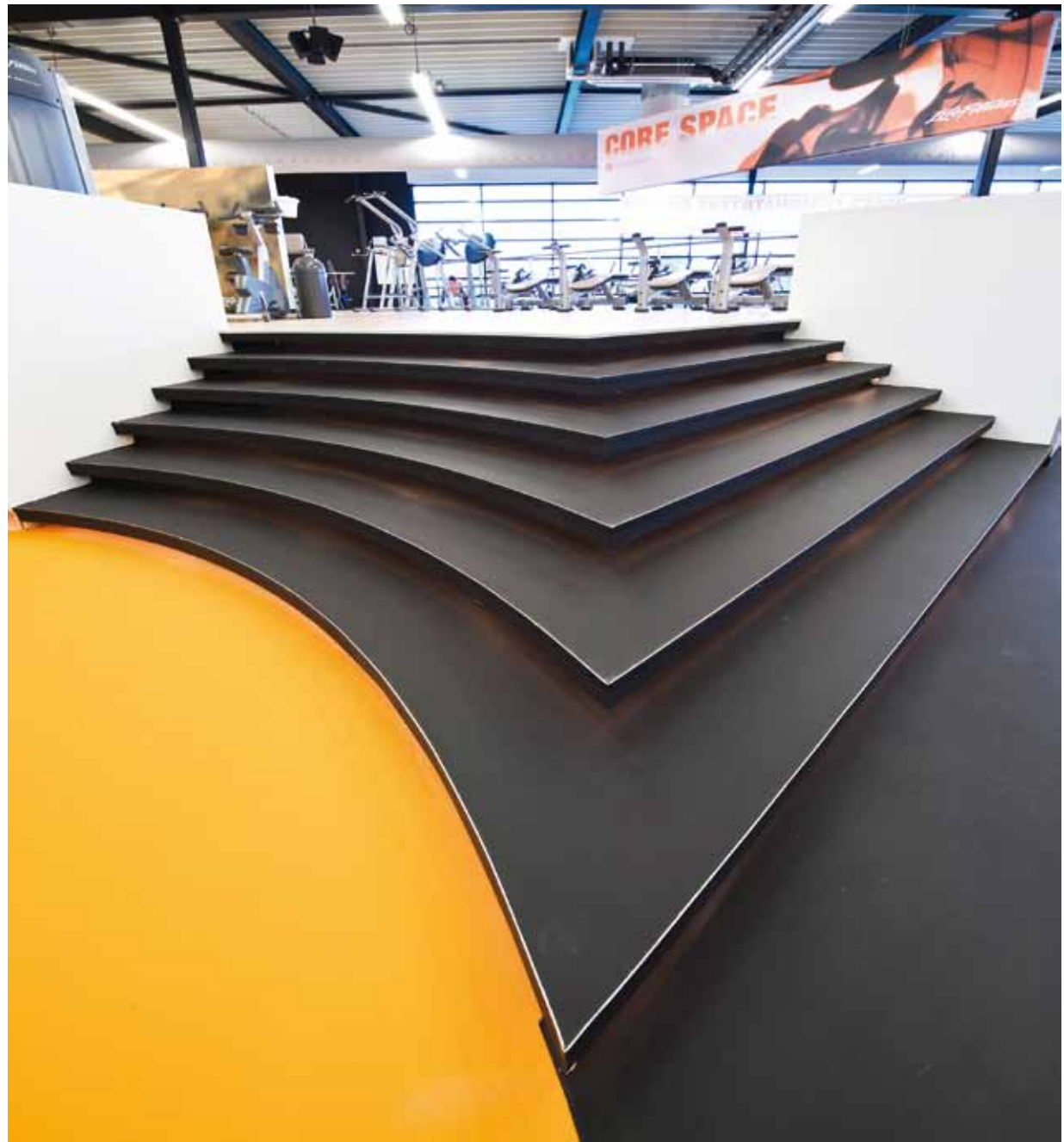
The Pulastic team works together with fun and drive, the spirit is innovative and enterprising. We are a sportive team; like all Dutch people we love playing sports and we are famous for our bikes.











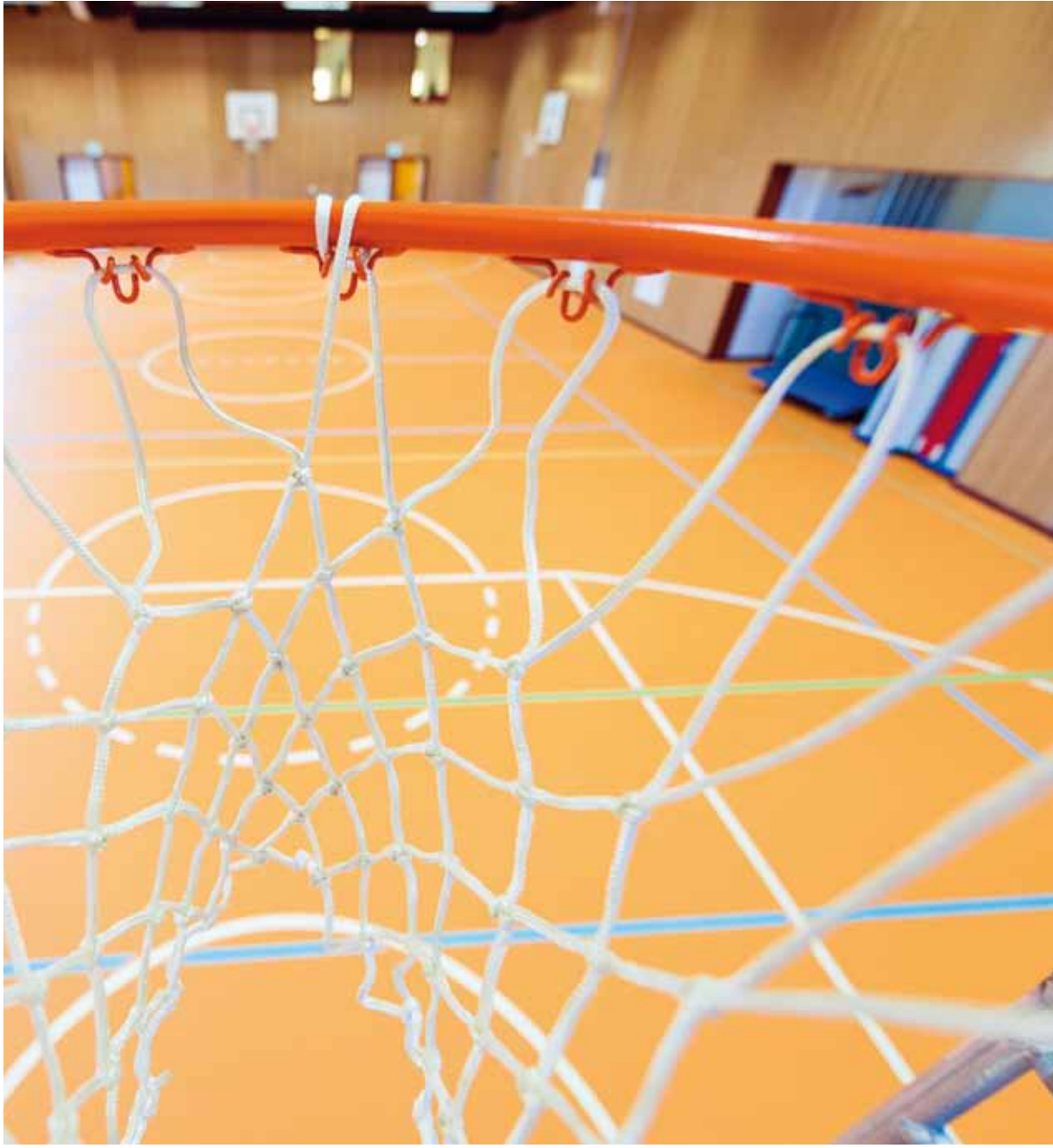


ORANGE SHADES



The colour psychology of orange is optimistic and uplifting. Orange brings spontaneity and keeps us motivated to look on the bright side of life. Orange is the colour of the Netherlands, our home country of which we are proud citizens. In Europe and America, orange is commonly associated with amusement, the unconventional, fire, activity, taste, aroma and the autumn season. Dutch sportsmen and women belong to the best of the world. The Pulastic team is proud to be the best in polyurethane sports flooring.





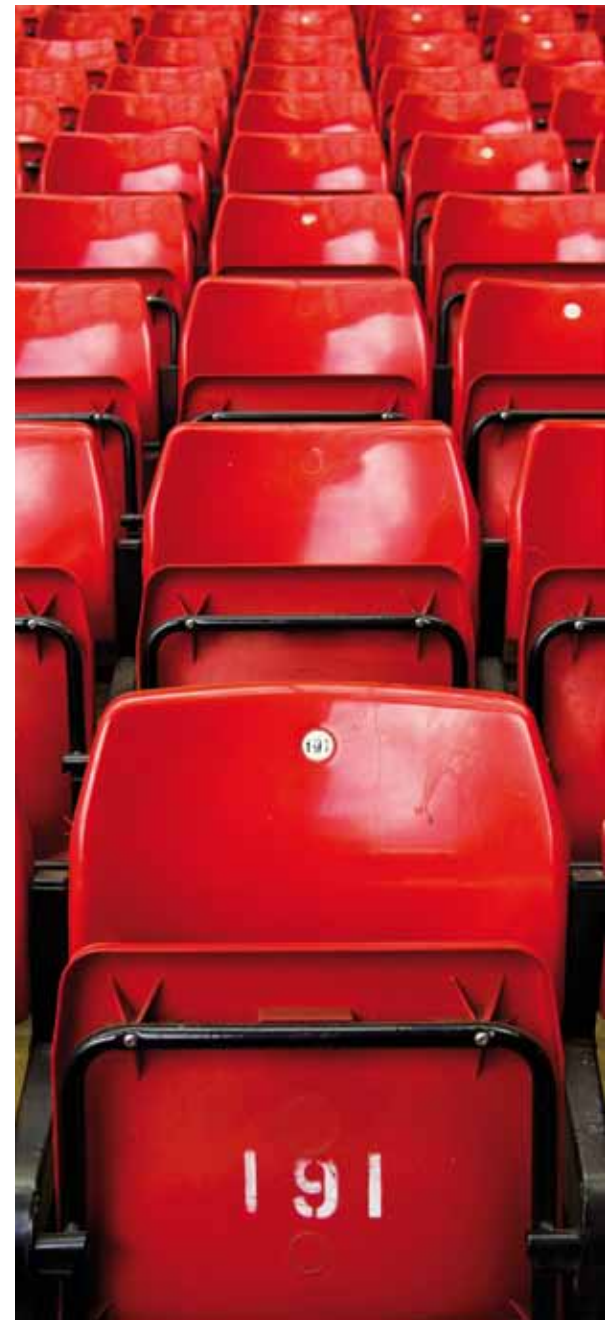




RED SHADES



The colour red is a warm and positive colour associated with our most physical needs and our will to survive. The red ruby is considered to be the most powerful gem in the universe and it gives life force. It is the symbol of vitality and is energizing. Red motivates us to take action. It signifies a pioneering spirit and leadership qualities, promoting ambition and determination. For good reason, the Pulastic logo is red. It stands for a strong and powerful brand, and a team behind the brand that is powerful and energetic.









VIOLET SHADES



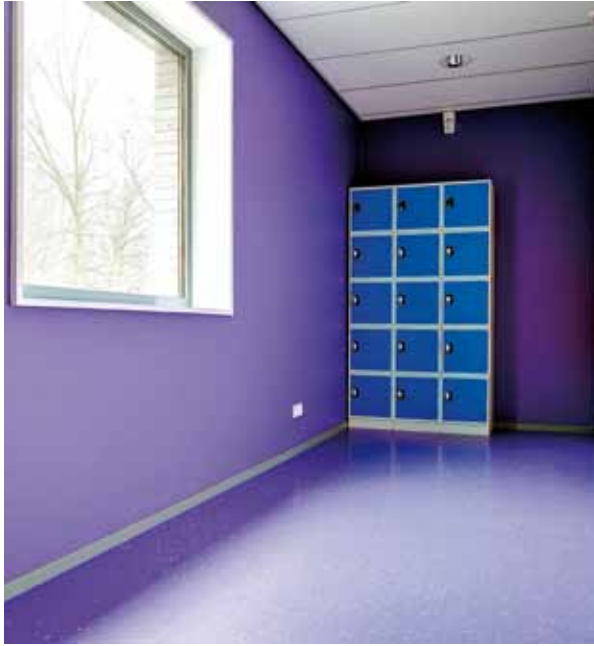
Violet and purple stimulate the imagination and inspire high ideals. Violet has the highest vibration in the visible spectrum and it expands our awareness.

Purple is also the colour of the humanitarian, using its better judgment to do good for others. This reminds us of “The Color Purple”, an epistolary novel by American author Alice Walker which won the Pulitzer Prize for Fiction and the National Book Award for Fiction. For us as a socially responsible company, purple stands for freedom and equality for all; young and old, men and women of all colours and races.













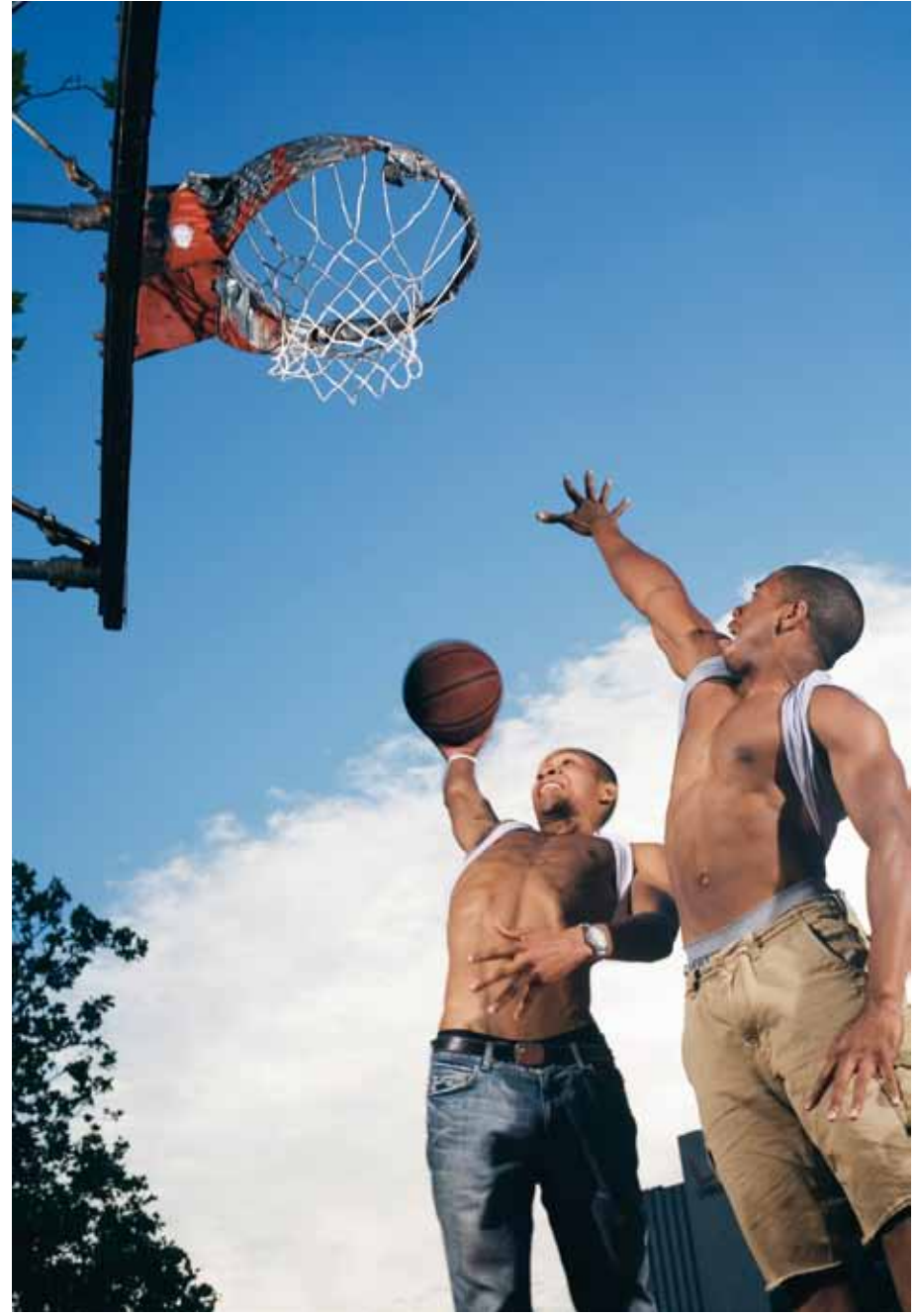
BLUE SHADES



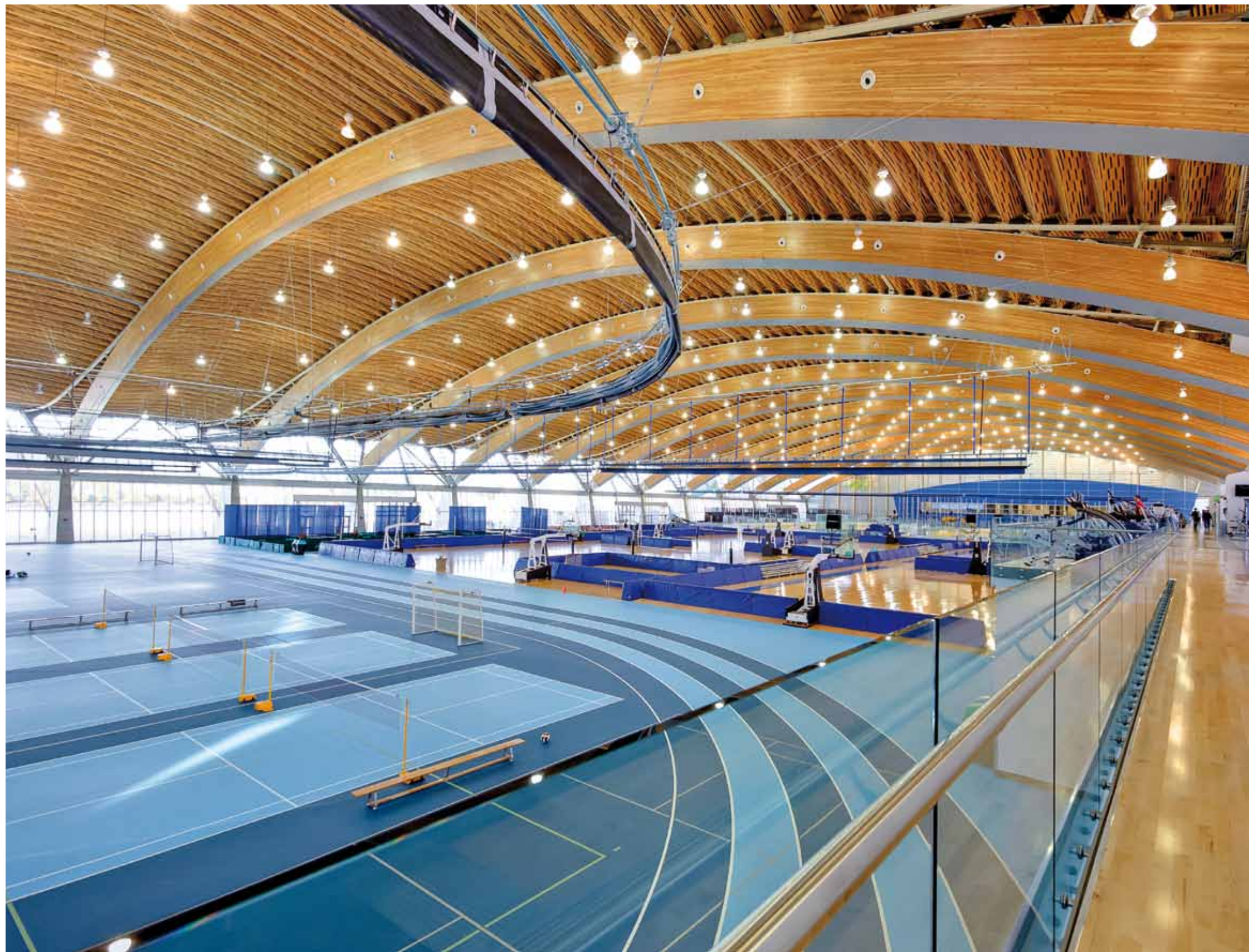
The colour blue is one of trust, honesty and loyalty. It is sincere, reserved and quiet. Blue is the colour of the clear sky and deep sea. Blue is the colour of “Delft Blue”; a type of pottery with blue decoration, traditionally made in Delft, the Netherlands that emerged at the end of the 16th century. It is very popular with tourists who visit the Netherlands. Blue is also the most used colour for Pulastic flooring.

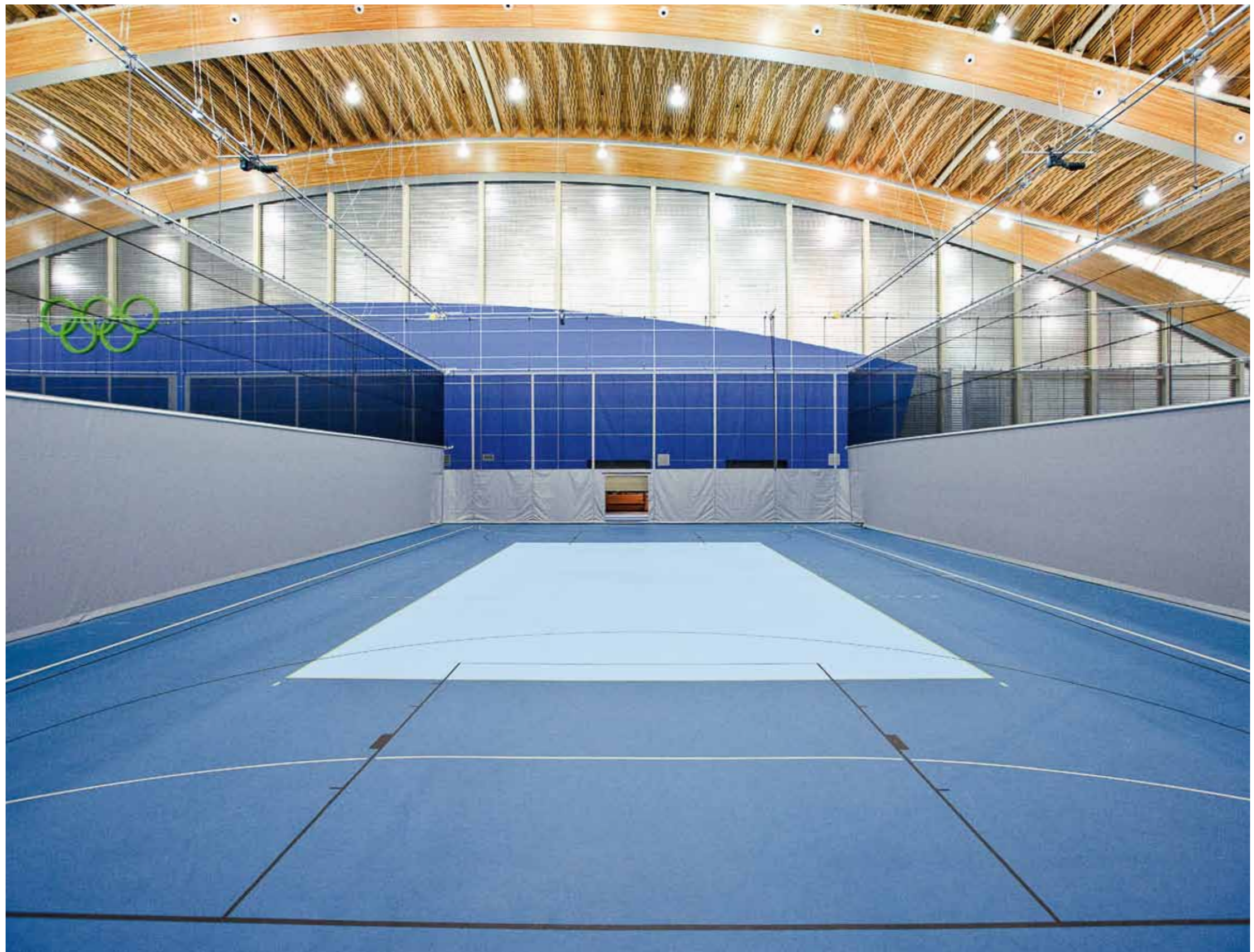








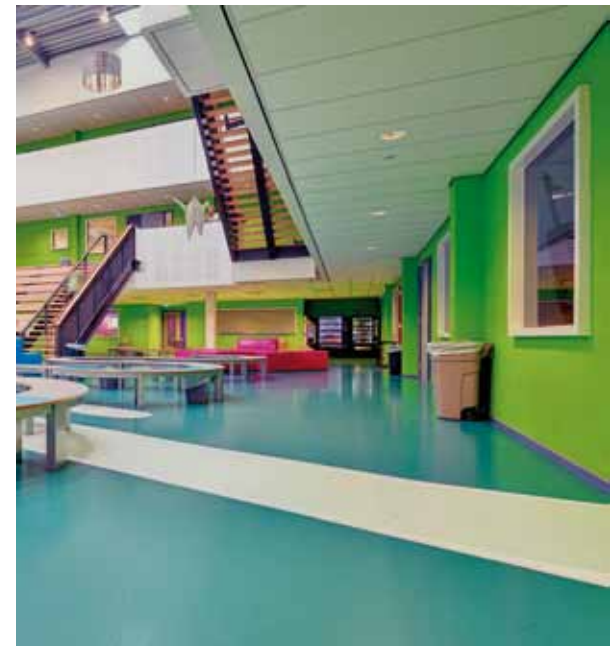




GREEN SHADES



Green is the colour of emeralds, jade and growing grass. It is the colour of Dutch landscapes. Green is the colour of nature and environmental movement. Green is the colour of hope. For us, sustainability and social involvement are not passing trends, but the standard for entrepreneurship in the 21st century. And the first Pulastic floor ever was a green floor.









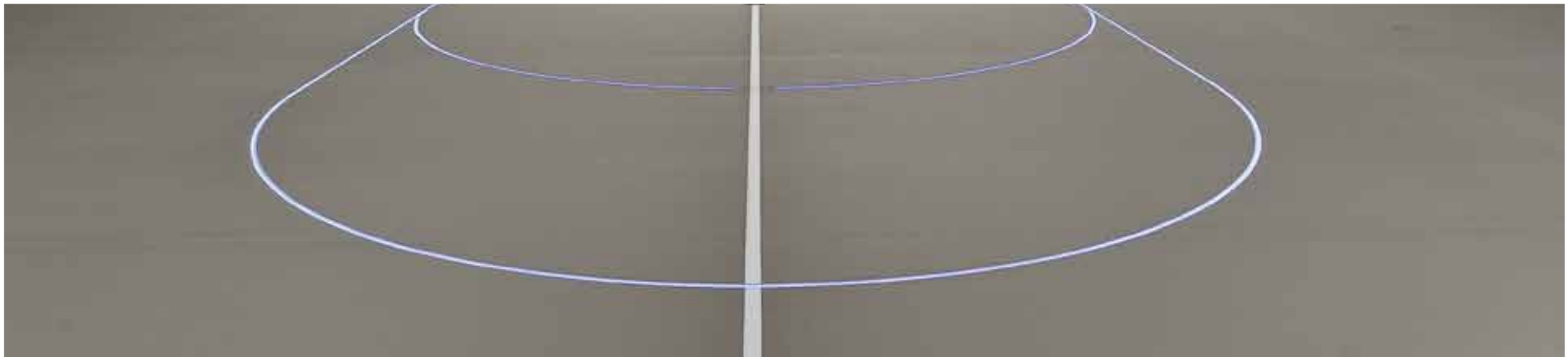
GREY SHADES



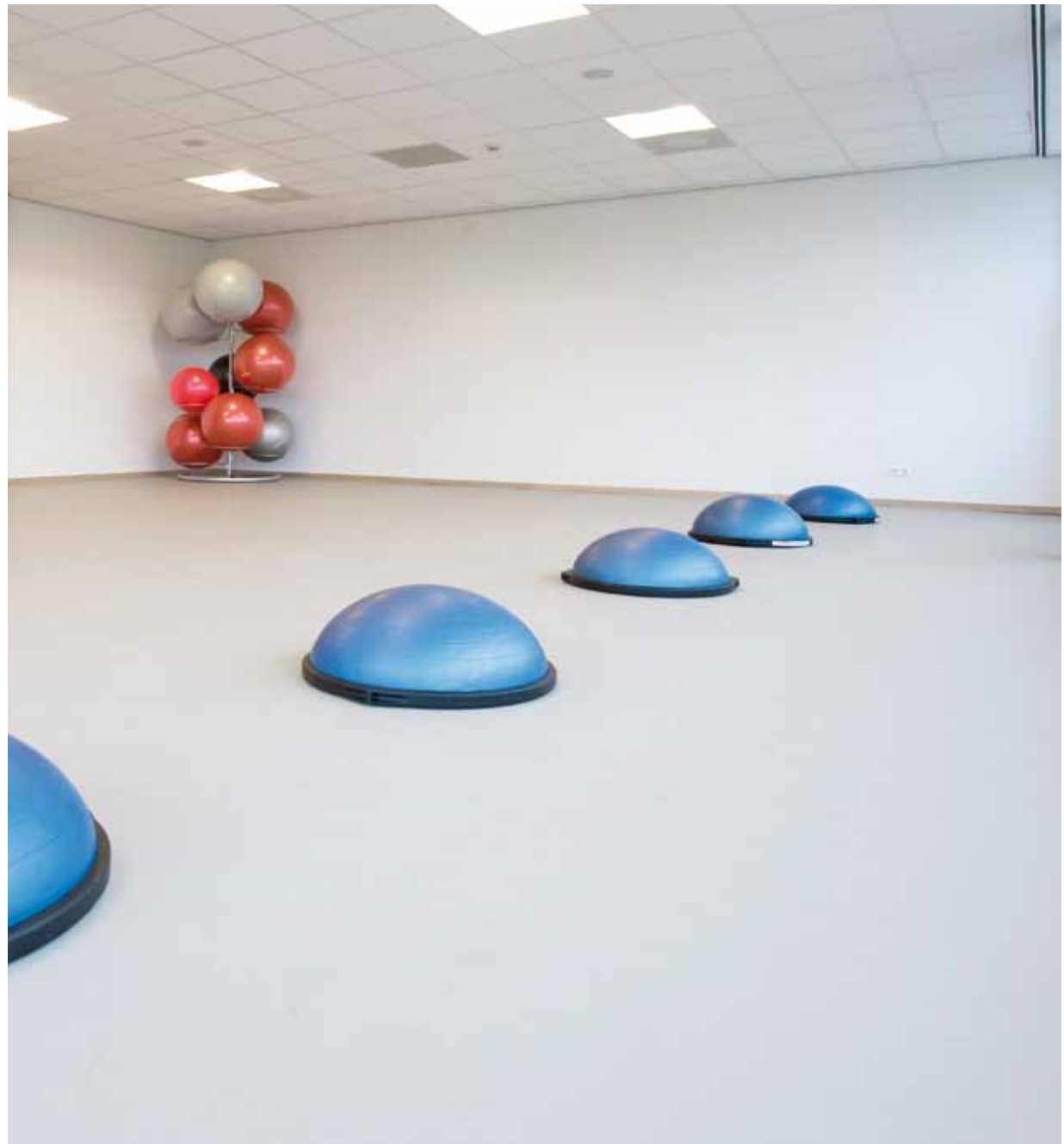
Grey is solid and stable, creating a sense of calm and composure. Grey conforms - it is conventional, dependable and practical. It is a colour of maturity and responsibility. It has a steadying effect on other colours with which it comes into contact, toning down the stronger and brighter colours and illuminating the softer colours. It is the colour of gravel and it is exciting when you merge all shades. The shades of grey of Pulastic are often used: Stone grey, Dusty grey, Iron grey, Dolphin grey.













BROWN SHADES

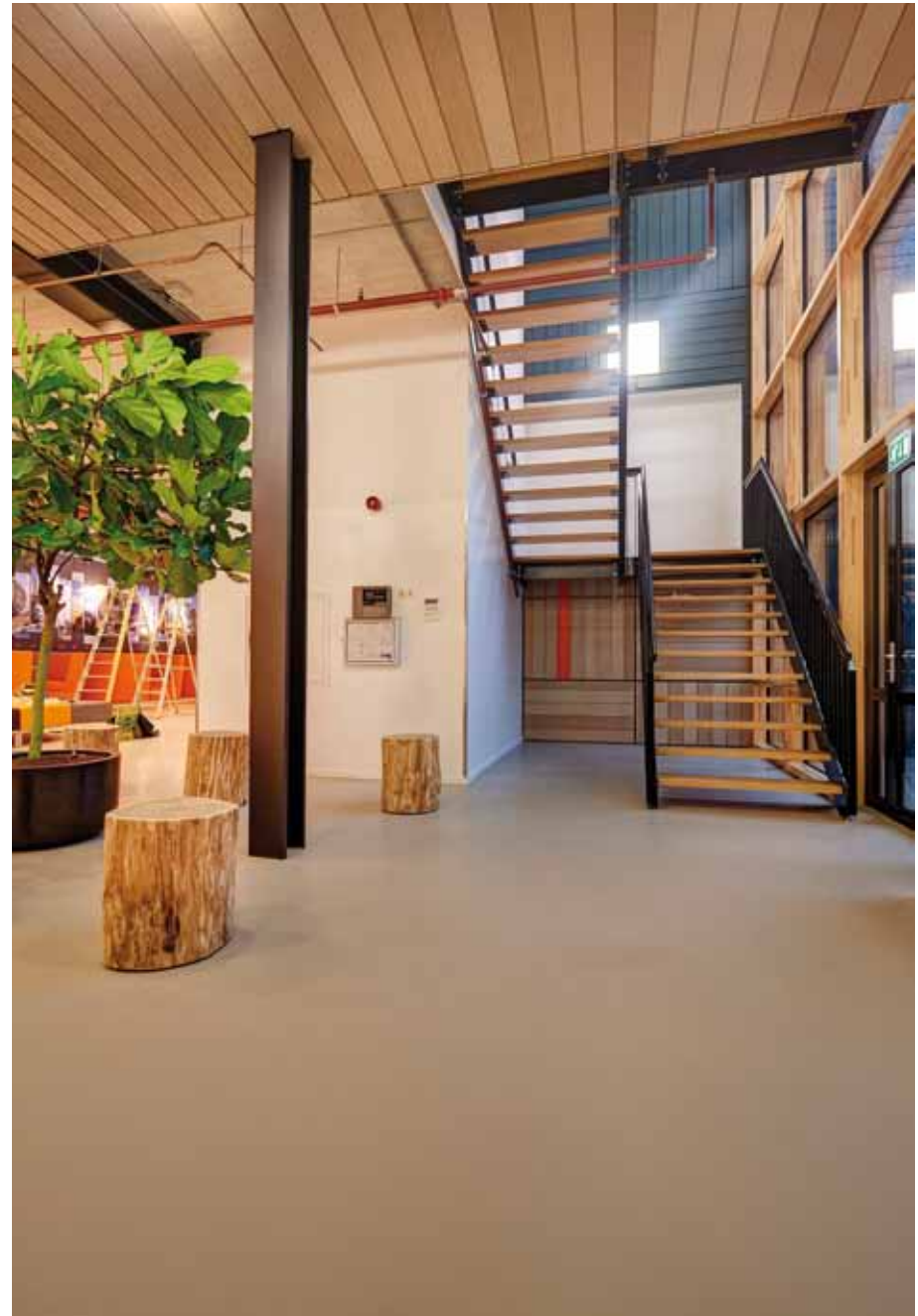


The brown wolf is the pioneer that teaches new ideas and shares it with others. A wolf has an enormous sense of community but also has a strong desire for individuality. The Pulastic team plays a proactive role in society and still retains its own individual dreams and ideas.

The colour brown is a serious, down-to-earth colour signifying stability, structure and support, and loyal companionship. Brown relates to quality in everything. Brown says reliability and approachability. Need we say more.....













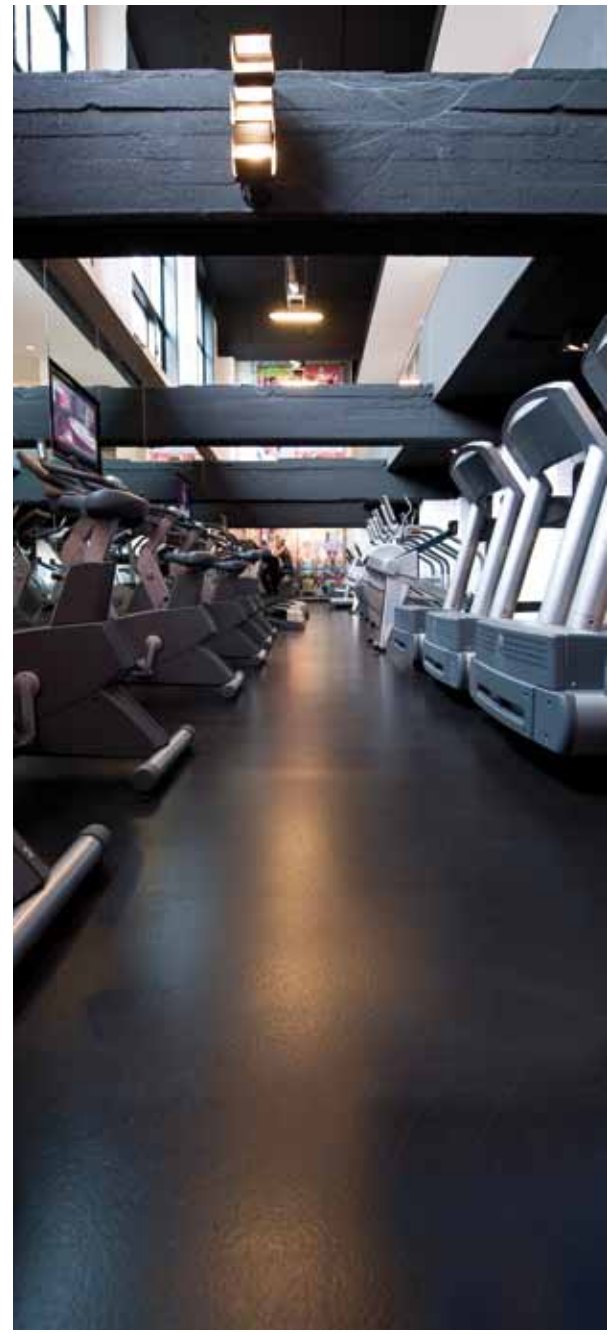
BLACK & WHITE



As a symbol, white is the opposite of black and often represents light in contrast with darkness. When the light appears, black becomes white, the colour of new beginnings.

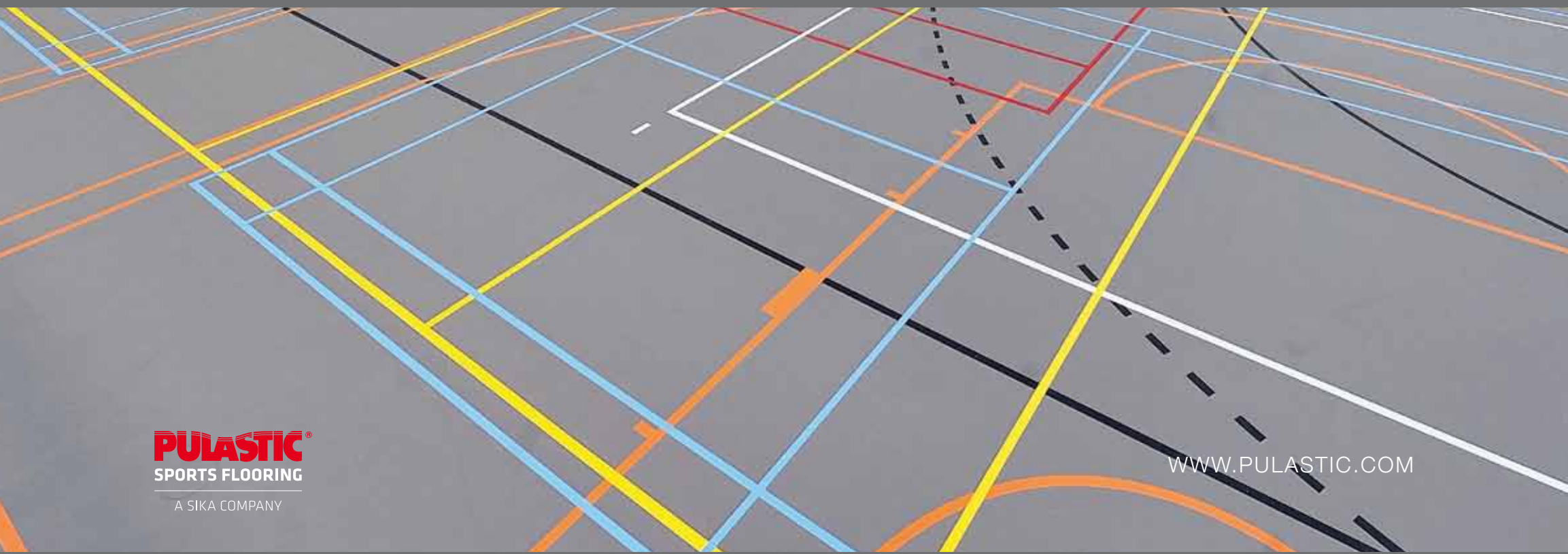
Black means power and control. White is the colour the human eye sees when it looks at light which contains all the wavelengths of the visible spectrum, at full brightness and without absorption. White is the colour most often associated with perfection. It signifies goodness, honesty, cleanliness, the new, lightness, and exactitude. Properties belonging to Pulastic!











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