

COATINGS COLOUR CONCEPT

# INDUSTRIAL REVOLUTION

Bridging robust industrial design with high-tech aesthetics

# MANIFESTO



## NAVIGATING NOISE AND UNCERTAINTY

Our attention spans are under immense pressure. Research shows that people now stay focused on a single task for only 40 seconds (Mark, 2023). In this accelerating world, we are navigating an era of global uncertainty and rapid tech transformation.

To break through this visual noise, colour is our most powerful tool: the Institute for Colour reveals that up to 90% of snap judgements about products are based on colour alone. Choosing the right shades is no longer just an aesthetic choice; it is vital for creating an immediate emotional impact and providing a grounding sense of stability in a polarized world.





## THE AESTHETIC SHIFT: FROM PASSIVE TO HYPER-TACTILE

For years, industrial minimalism dictated that functional objects should blend into the background. But today, blending in means disappearing. The definition of "industrial" is evolving from raw concrete to bold, unapologetic materiality.

To stand out, design must offer a premium, tactile experience. According to Pantone, metallic finishes achieve this perfectly by signalling luxury and exclusivity. This shift is clearly visible in the automotive sector: Mintel research shows that cars in the USA have evolved into "moving rooms" rather than just machines. Consumers now expect their environments —and the products within them— to provide the same high-quality finishes, comfort and inspiration they find in their living spaces.



### THE SOLUTION: INDUSTRIAL REVOLUTION

The INDUSTRIAL REVOLUTION colour concept restores physical presence by bridging the gap between heavy mechanical engineering and sleek digital aesthetics. By combining deep, architectural base coats with GEOTECH high-impact effect pigments, we create surfaces that demand attention.

Whether it's the deep resonance of structural blue or the mind-bending shift of holographic reflections, this colour concept highlights every curve with a liquid-like sparkle. We provide the high-quality metallic and pearlescent finishes that modern consumers associate with luxury, ensuring your product shatters the attention barrier with the ultimate blend of innovation and robust industrial design.

# THE COLLECTION

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### FROM MANIFESTO TO MATERIALITY

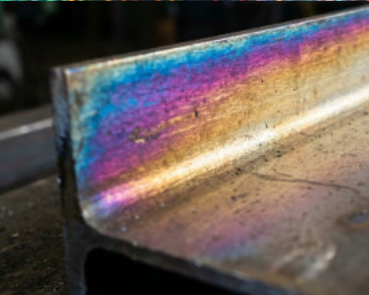
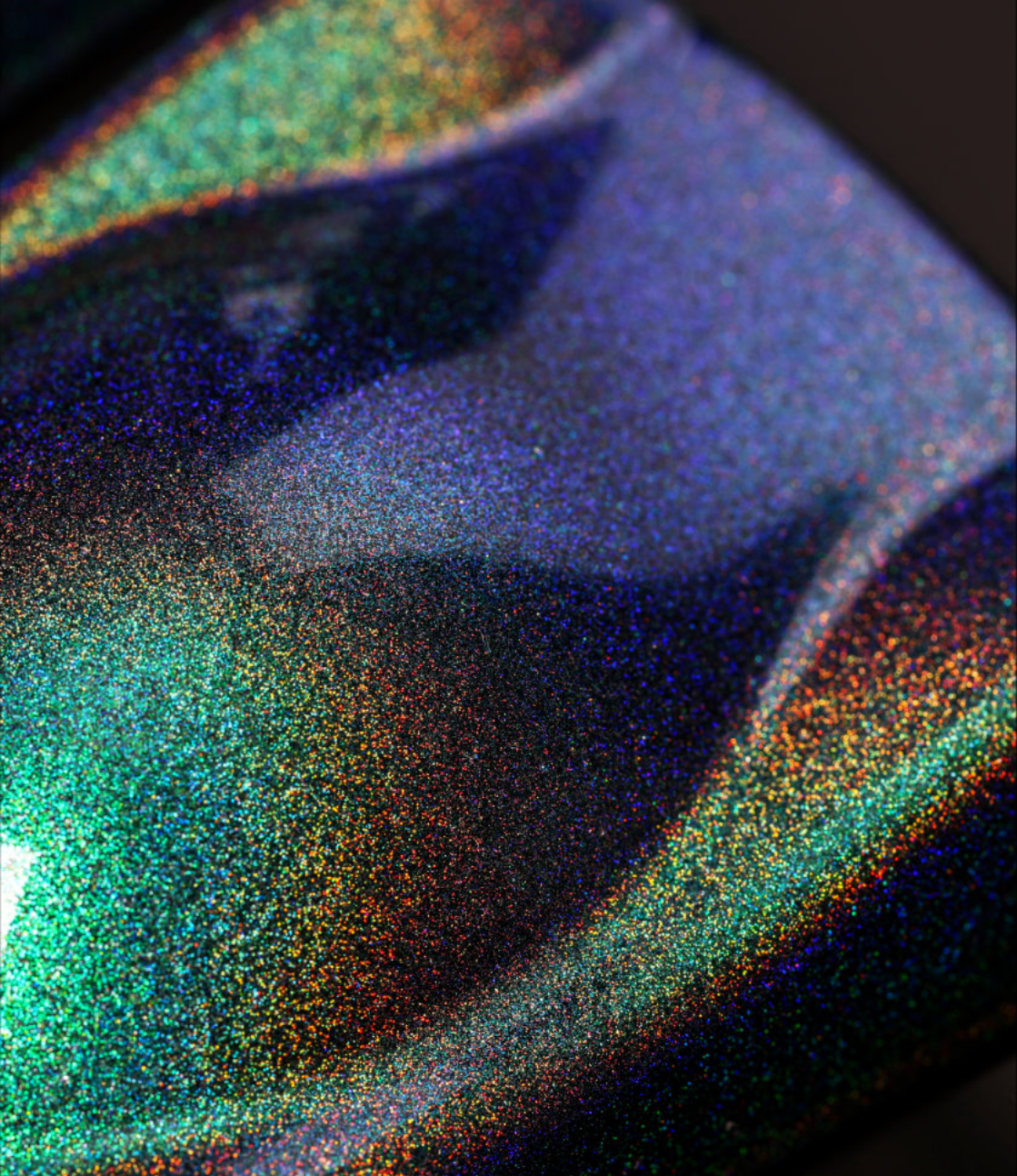
This is the physical manifestation of our vision. By leveraging the advanced optical properties of GEOTECH pigments, we turn raw industrial substrates into sophisticated, light-reactive assets where mechanical robustness meets high-tech brilliance.

### THE APPLICATION STRATEGY

Each model in this collection serves as a case study. By mastering the interplay between strategic base coats: from deep blacks to pure architectural whites, we allow our Geodiamond®, Geopearl®, Silux® and Galaxy® pigments to reach their full optical potential. These are not just colours; they are engineered layers designed to shatter the 40-second attention barrier, regardless of the substrate.

**What follows is a curated selection of six coloured models, leading into our technical portfolio.**





## KINETIC SHIFT

Watch solid steel melt into liquid metal. The raw, iridescent burn of TIG welding and heated beams comes alive here, throwing off holographic flashes just like a bare CD. Every time your viewing angle moves, the entire surface reinvents itself. This is Kinetic Shift.

## THE TECHNICAL COMPOSITION

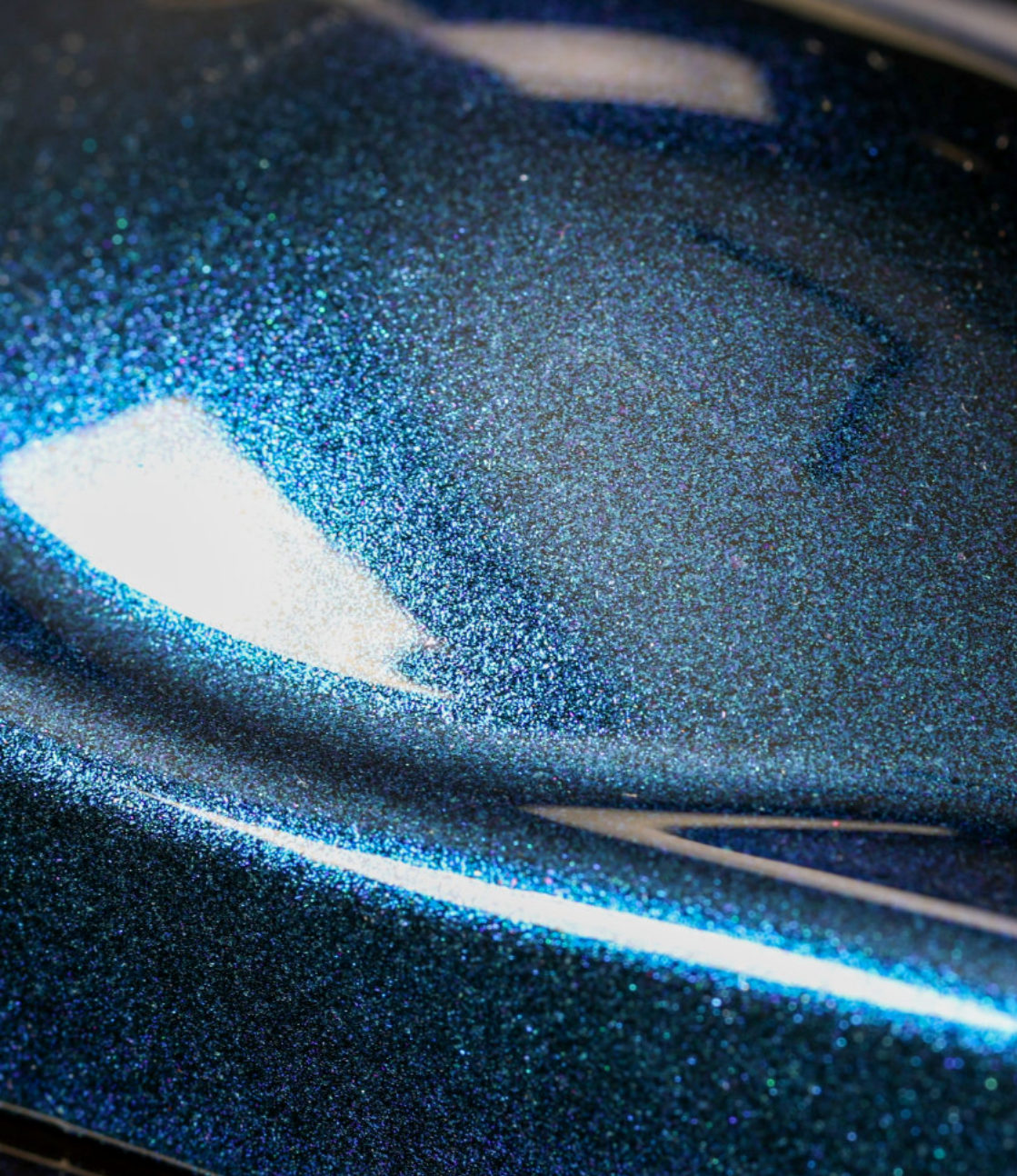
This level of optical depth is achieved by integrating a 1% + 1% technical ratio of GEOTECH pigments into a streamlined transparent basecoat over a deep black base:

- **1% Silux Aurora Tropical Ocean**

The primary source of the colour shift, creating a deep green foundation with seamless transitions to blue and teal.

- **1% Galaxy Hologram Silver**

Provides a multidimensional holographic sparkle and a dynamic rainbow effect that activates under direct light.



# ELECTRIC PULSE

Heavy industry meets high voltage. Think of the deep, rugged blue of working-class denim, but charged with pure energy. Bright pearlescent sparks literally jump across the model. Electric Pulse doesn't just reflect light: it looks completely wired, tough and alive.

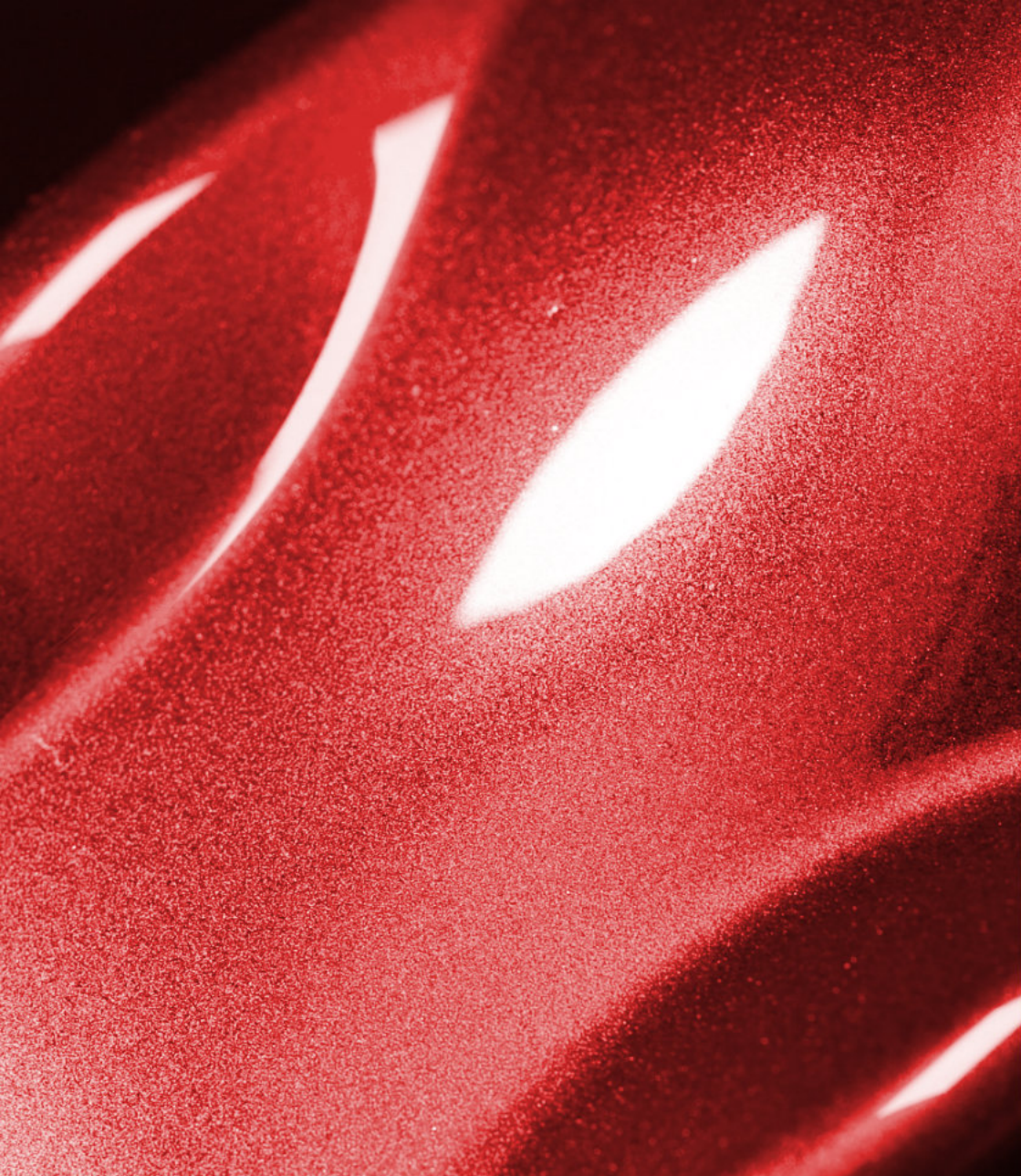
## THE TECHNICAL COMPOSITION

Building upon a subtle 2.0% Cyan Blue 6 Concentrate, this finish is driven by a high-performance GEOTECH borosilicate pigment integrated into a transparent basecoat over a deep black base:

- **6.4% Geodiamond Blue M**

The heart of this special effect. These premium glass-flake pigments provide an unsurpassed crystalline sparkle. The deep black base acts as a void that forces these pearlescent particles to ignite, creating a three-dimensional depth that radiates with intense energy.





## FORGE FIRE RED

Loud. Striking. Impossible to ignore. Forge Fire Red hits the eye like an industrial panic button. It channels the fierce, immediate glow of iron pulled fresh from the flames. The heat is sharp. The impact is absolute.

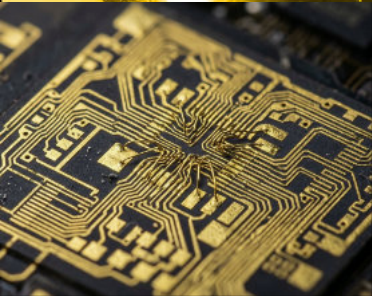
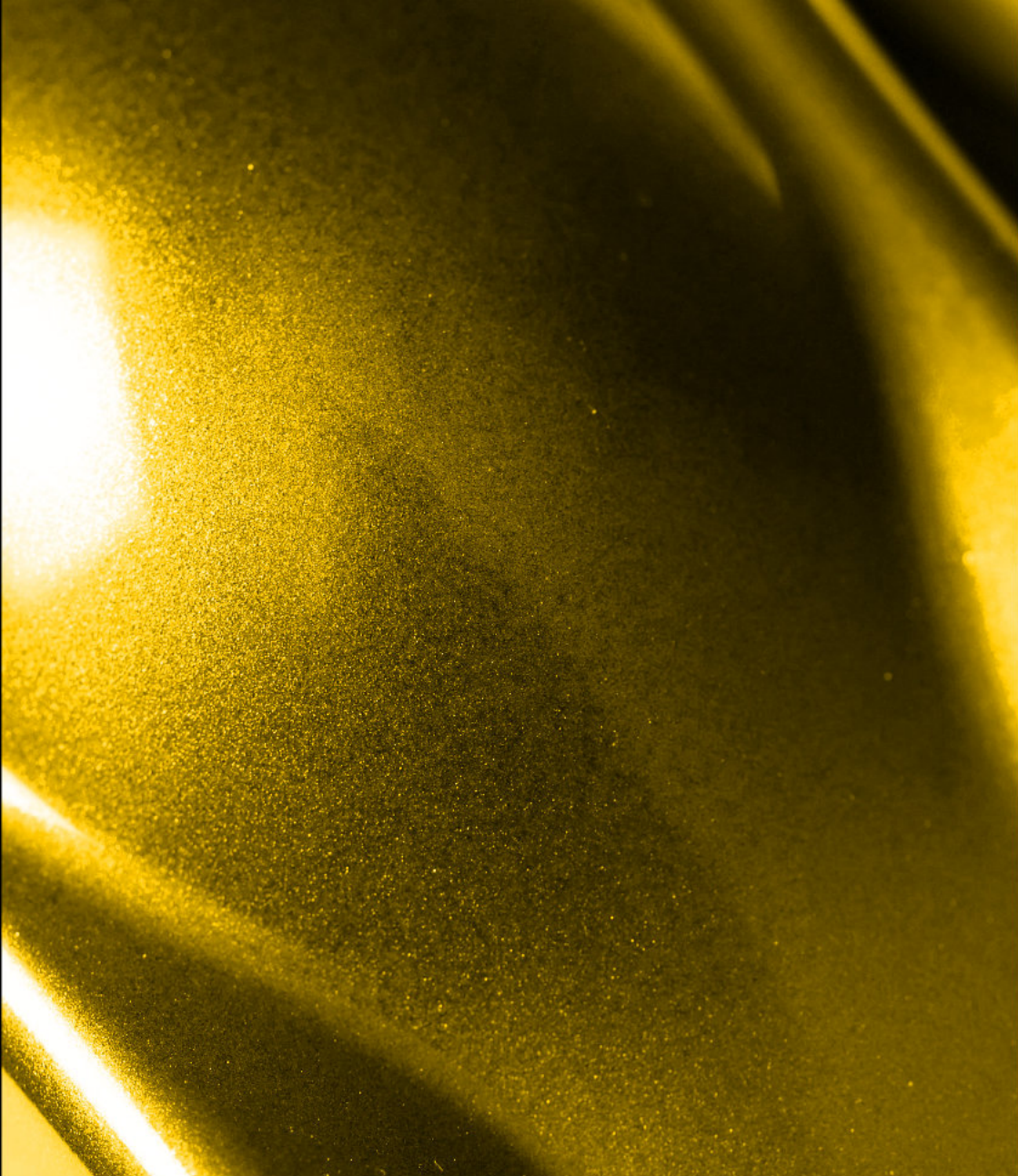
### THE TECHNICAL COMPOSITION

Starting from a 5.0% Orange 54 Concentrate foundation, the visceral depth of this finish is forged by a high-intensity GEOTECH pigment mix over a deep black base:

- **5.0% Geoparl Crystal Rufous**

The soul of this special effect. This premium pearlescent pigment provides a rich, metallic red glow. When applied over a black substrate, the particles ignite to create a sophisticated "burning" effect, offering unsurpassed brilliance and a hyper-tactile finish that shatters the attention barrier.





## CAPITAL GOLD

Wired for absolute power, this finish delivers the exact metallic tone of gold-plated microchips and conductive pins. Capital Gold connects raw machinery with high-tech circuitry through a flawless, uninterrupted brilliance. It is precision you can actually see.

### THE TECHNICAL COMPOSITION

Building upon a 2.0% Yellow 21 Concentrate vibrant foundation, this radiant aesthetic is created by a high-intensity GEOTECH pigment mix integrated into a transparent coat over a black substrate:

- **4.0% Geoparl Solar Gold I**

The rich, warm soul of the finish. This pigment provides a deep, saturated golden body that flows across the geometry of the piece, creating a sense of weight and luxury.

- **2.0% Geoparl Crystal Bright Gold**

The spark of life. These high-purity crystals provide sharp, intense highlights that react to the slightest movement, ensuring the surface radiates with a constant "living" brilliance.





## REACTOR GLOW

This surface never sits still. As you walk around it, Reactor Glow seems to heat up and radiate from the inside out. It channels the extreme temperatures of a live industrial core into a deep orange that constantly shifts and burns. A finish pulsing with thermal power.

## THE TECHNICAL COMPOSITION

This finish is generated by a 4.0% Orange 54 Concentrate chromatic core fused with a technical GEOTECH pigment mix in a transparent coat over a white base:

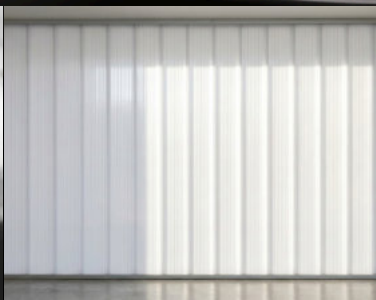
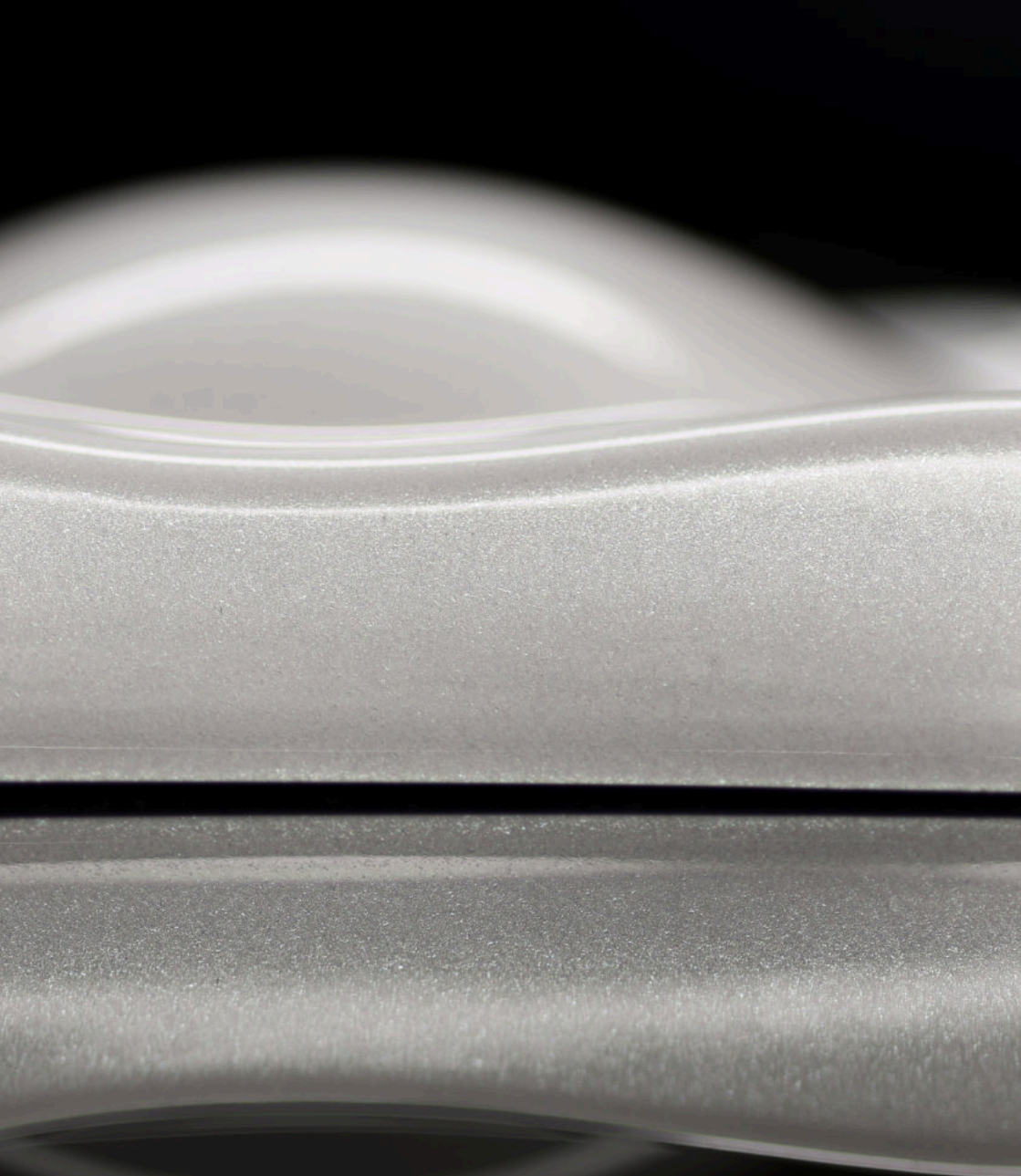
- **0.4% Silux Aurora Tropical Ocean**

The engine of the "three-colour shift." This specialized pigment creates a clean, three-tone transition activated by movement. By working over a white surface, the colour shift remains crisp and bright, avoiding the muddy look of traditional metallic paints.

- **3.2% Geoparl Crystal Sparkling Icy White**

High-frequency brilliance. These high-purity crystals cut through the orange base to add a sharp light texture. Their interaction with the white substrate defines the model's edges and volume with surgical clarity.





## RADICAL WHITE

A sudden pause. The thick, floating steam of powerful engines. Radical White softens the hard edges of heavy machinery to give the eye a moment to breathe. By capturing the calming spirit of the 2026 Pantone Colour of the Year, it brings a pure, weightless silence to the industrial noise.

### THE TECHNICAL COMPOSITION

This pure shade is achieved through a high-intensity GEOTECH pearlescent pigment mix integrated into a transparent coat over a white base:

- **4.0% Geop pearl Crystal Soft Silver**

The metallic soul of the finish. It provides a structured, high-tech body that transforms the white into a solid architectural statement.

- **2.0% Geop pearl Crystal Icy White**

The source of spectral clarity. This pigment sharpens the white, aligning it with the cold, precise aesthetic of the 2026 industrial shift.

- **2.0% Geop pearl Crystal Sparkling Icy White**

The kinetic spark. These crystals act as micro-prisms of light, ensuring that the Radical White surface is always dynamic and alive.



# SPECIAL PIGMENTS

# EFFECT

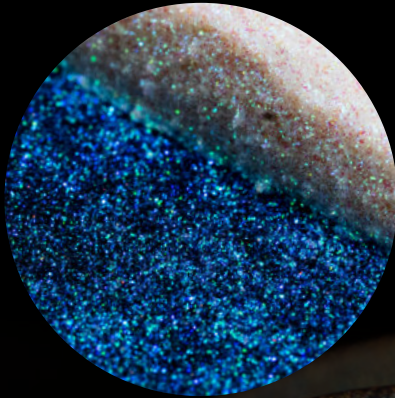


At the core of every high-performance finish, GEOTECH pigments are the raw materials that generate movement and depth. The Industrial Revolution colour concept is rooted in technical precision and optical strength, with pigments selected for their ability to redefine surfaces. These special effect pigments enhance dimension and clarity across all substrates, enabling layered, buildable effects for both high-chroma and minimalist applications.



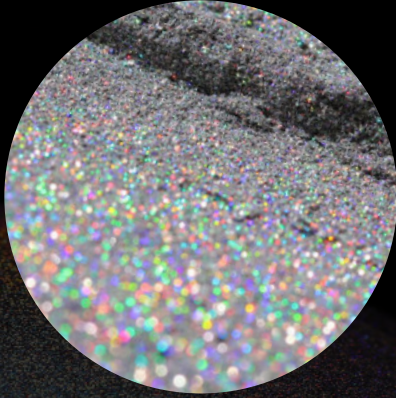
**KINETIC SHIFT**

**REACTOR GLOW**



## SILUX AURORA TROPICAL OCEAN

<b>Effect</b>	Iridescent Colour Travel (3 Colour Shift)
<b>Composition</b>	Silica   Titanium Dioxide
<b>Particle Size</b>	10 - 75 micron
<b>Performance</b>	Heat resistant 1000°C / UV Stable
<b>Systems</b>	Water, Solvent and Powder Coatings
<b>Applications</b>	Aerosols, Cast flooring, Decorative paints, Powder coating, Spray coating
<b>Compliance</b>	Vegan, Halal

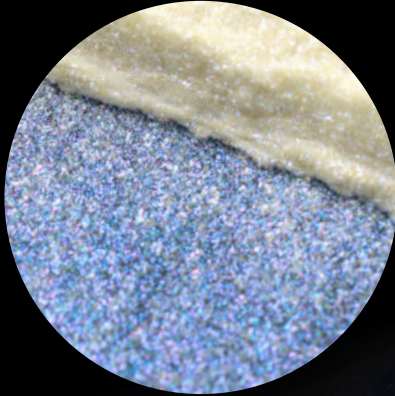


## GALAXY HOLOGRAM SILVER

<b>Effect</b>	Multi-dimensional Holographic Sparkle
<b>Composition</b>	Acrylates Copolymer   Aluminium
<b>Particle Size</b>	20- 80 micron
<b>Performance</b>	Heat resistant 400°C / UV Stable
<b>Systems</b>	Powder Coatings, Water and Solvent (Fresh mix only)
<b>Applications</b>	Aerosols, Cast flooring, Decorative paints, Powder coating, Spray coating
<b>Compliance</b>	Vegan, Halal

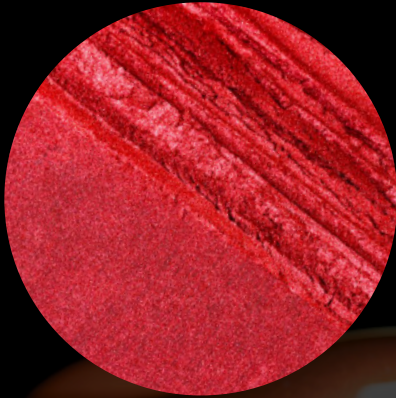


## ELECTRIC PULSE



# GEODIAMOND BLUE M

<b>Effect</b>	Iridescent Blue Pearl
<b>Composition</b>	Calcium Sodium Borosilicate   Titanium Dioxide   Tin Oxide
<b>Particle Size</b>	20 - 150 micron
<b>Performance</b>	Heat resistant 900°C / UV Stable
<b>Systems</b>	Water, Solvent and Powder Coatings
<b>Applications</b>	Aerosols, Cast flooring, Decorative paints, Powder coating, Spray coating
<b>Compliance</b>	Vegan, Halal

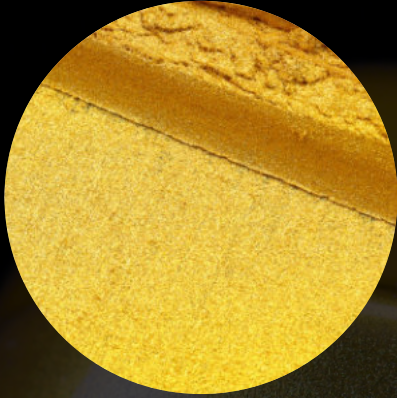


## **GEOPEARL CRYSTAL RUFOUS**

<b>Effect</b>	Red Metallic Pearl
<b>Composition</b>	Synthetic Fluorophlogopite   Red Iron Oxide
<b>Particle Size</b>	10 - 60 micron
<b>Performance</b>	Heat resistant 900°C / UV Stable
<b>Systems</b>	Water, Solvent and Powder Coatings
<b>Applications</b>	Aerosols, Cast flooring, Decorative paints, Powder coating, Spray coating
<b>Compliance</b>	Vegan, Halal

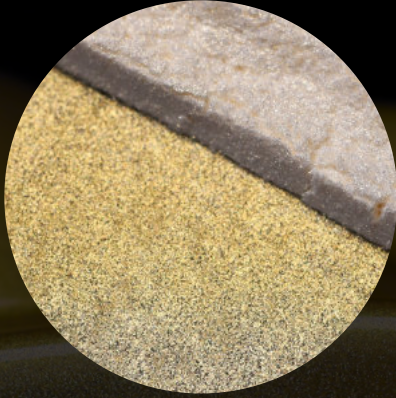


## CAPITAL GOLD



# GEOPEARL SOLAR GOLD I

<b>Effect</b>	High-brilliance golden pearl
<b>Composition</b>	Mica   Titanium Dioxide   Iron Oxide   Tin Oxide
<b>Particle Size</b>	10 - 60 micron
<b>Performance</b>	Heat resistant 900°C / UV Stable
<b>Systems</b>	Water, Solvent and Powder Coatings
<b>Applications</b>	Aerosols, Cast flooring, Decorative paints, Powder coating, Spray coating
<b>Compliance</b>	Vegan, Halal



## GEOPEARL CRYSTAL BRIGHT GOLD

<b>Effect</b>	High-brilliance interference golden pearl
<b>Composition</b>	Synthetic Fluorophlogopite   Titanium Dioxide   Tin Oxide
<b>Particle Size</b>	10 - 100 micron
<b>Performance</b>	Heat resistant 900°C / UV Stable
<b>Systems</b>	Water, Solvent and Powder Coatings
<b>Applications</b>	Aerosols, Cast flooring, Decorative paints, Powder coating, Spray coating
<b>Compliance</b>	Vegan, Halal



## RADICAL WHITE

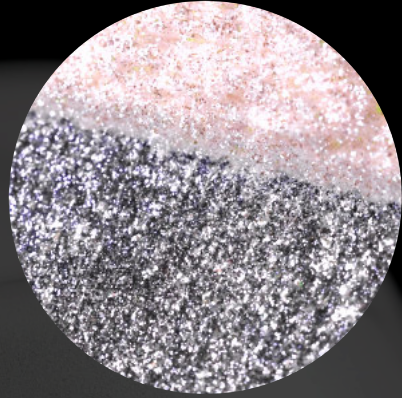


## GEOPEARL CRYSTAL SOFT SILVER

<b>Effect</b>	Silver/White pearl
<b>Composition</b>	Synthetic Fluorophlogopite   Titanium Dioxide
<b>Particle Size</b>	1 - 15 micron
<b>Performance</b>	Heat resistant 900°C / UV Stable
<b>Systems</b>	Water, Solvent and Powder Coatings
<b>Applications</b>	Aerosols, Cast flooring, Decorative paints, Powder coating, Spray coating
<b>Compliance</b>	Vegan, Halal

**RADICAL WHITE**

**REACTOR GLOW**



## GEOPEARL CRYSTAL (SPARKLING) ICY WHITE

**Effect**

High-brilliance Silver/White pearl

**Composition**

Synthetic Fluorophlogopite | Silica | Titanium Dioxide | Tin Oxide

**Particle Size**

10 - 60 micron (30 - 120 micron)

**Performance**

Heat resistant 900°C / UV Stable

**Systems**

Water, Solvent and Powder Coatings

**Applications**

Aerosols, Cast flooring, Decorative paints, Powder coating, Spray coating

**Compliance**

Vegan, Halal



# THE FORMULATION

Great design requires exact formulas. This section explains exactly how we painted each model. Here, you will find the technical process, the precise mixing percentages, and the specific GEOTECH pigments that bring these finishes to life.

## TECHNICAL DATA

### Basecoat

- 1-component Solventborne Basecoat (Medium Solid)
- Applied layer thickness: 15–20 µm

### Clearcoat

- 2K High Gloss Polyurethane Clearcoat (High Solid)
- Applied layer thickness: 40–50 µm

### Application Technology

- 2-Layer application (Basecoat / Clearcoat)
- Gravity feed spray application, 1.4 mm nozzle

## BASECOAT LAYER PIGMENTATION

<b>Kinetic Shift</b>	1% Silux Aurora Tropical Ocean 1% Galaxy Hologram Silver
<b>Electric Pulse</b>	6.4% Geodiamond Blue M 2% Cyan Blue #6 Concentrate
<b>Forge Fire Red</b>	5% Geoparl Crystal Rufous 5% Orange #54 Concentrate
<b>Capital Gold</b>	4% Geoparl Solar Gold I 2% Geoparl Crystal Bright Gold 2% Yellow #21 Concentrate
<b>Reactor Glow</b>	4% Orange #54 Concentrate 3.2% Geoparl Crystal Sparkling Icy White 0.4% Silux Aurora Tropical Ocean
<b>Radical White</b>	4% Geoparl Crystal Soft Silver 2% Geoparl Crystal Icy White 2% Geoparl Crystal Sparkling Icy White



