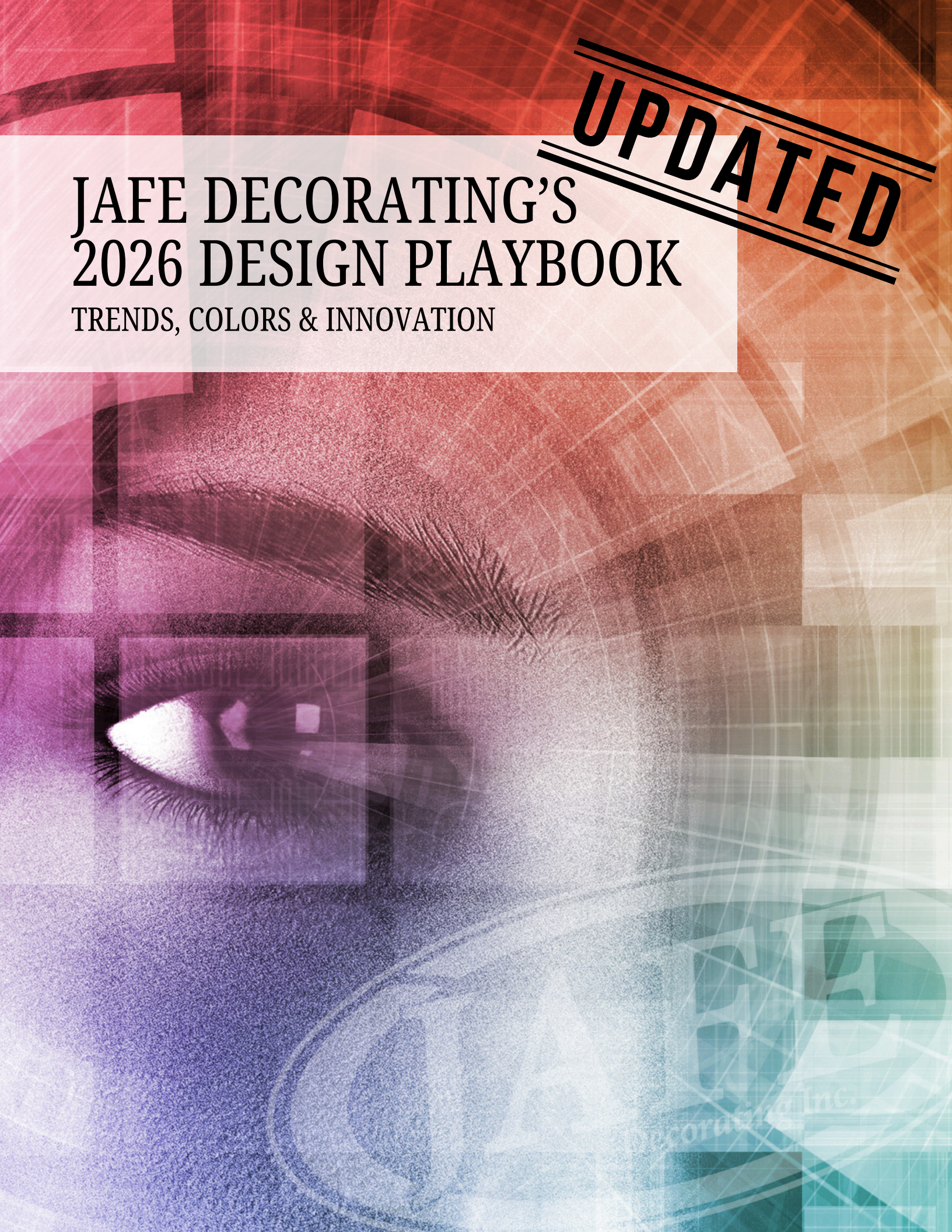
UPDATED

# JAFE DECORATING'S 2026 DESIGN PLAYBOOK

## TRENDS, COLORS & INNOVATION



# WHY COLOR MATTERS NOW

Every product tells a story, and color is often the first chapter. It's the detail that sets the mood, creates an emotional response, and signals what a brand stands for. The right choice can inspire confidence, spark curiosity, or bring comfort, while the wrong choice risks leaving no impression at all.

As we move into 2026, design decisions are being influenced by powerful cultural and global shifts:

- **Sustainability has become the standard.** Eco-consciousness is no longer a differentiator but an expectation.
- **Technology is shaping aesthetics and performance.** AI, smart materials, and digital influence are changing how products look and feel.
- **Uncertainty is fueling a desire for calm.** Grounding palettes and finishes provide stability and reassurance in unpredictable times.
- **Authenticity and heritage are regaining value.** Consumers are reconnecting with honest storytelling and designs that feel personal and timeless.

At JAFE Decorating, we believe color choices should do more than keep up with trend cycles. They need to align with your brand values, connect meaningfully with your audience, and create designs that feel both timely and enduring.

This playbook has been built as a strategic guide to help you:

- Identify the macro and cultural drivers shaping consumer preferences.
- Explore the 2026 core palette and the emotions behind it.
- See how materials and finishes bring color stories to life.
- Put insights into action through pairings, mini-palettes, and checklists.

👉**Our purpose is simple:** to help you use color as a competitive advantage, ensuring your products stand out, build trust, and forge lasting consumer connections.



# MACRO & CULTURAL DRIVERS

The colors and finishes shaping 2026 aren't chosen in isolation. They emerge from the cultural shifts, consumer priorities, and global forces that define how people want to live and what they expect from the brands they trust.

## 🌱 Sustainability & Eco-Consciousness

**Emotional Signal:** Responsibility • Renewal • Connection to nature

Eco-conscious design has moved from optional to expected. Palettes that echo nature, renewable finishes, and recycled materials are now the visual shorthand for responsibility.

👉 *Why It Matters:* Brands that lean into sustainability strengthen credibility and build loyalty, while those that ignore it risk feeling careless and outdated.

## 🤖 AI & Technological Integration

**Emotional Signal:** Innovation • Adaptability • Future-forward thinking

Technology is influencing every aspect of design, from the look of materials to the way consumers interact with products. Finishes that balance sleek innovation with warmth and humanity will resonate most.

👉 *Why It Matters:* When technology feels cold or inaccessible, it creates distance. Blending tech-forward cues with human-centered design helps products feel both modern and approachable.

## 🌡️ Climate & Global Resilience

**Emotional Signal:** Security • Stability • Practical optimism

Economic shifts, environmental stress, and global uncertainty are steering consumers toward grounding choices. Colors that calm and materials that feel durable or adaptable provide reassurance in unpredictable times.

👉 *Why It Matters:* Consumers aren't only buying beauty; they're buying stability. Designs that communicate resilience and long-term value will feel essential.

# MACRO & CULTURAL DRIVERS

## 🤝 Human Connection & Authenticity

**Emotional Signal:** Comfort • Imperfection • Transparency



The digital world has magnified the need for authenticity. Tactile finishes, honest textures, and palettes that feel personal help restore a sense of human connection.

👉 *Why It Matters:* Perfectly polished products can come across as impersonal. Choices that highlight craft, warmth, and honesty create deeper trust with consumers.

## 🕰️ Nostalgia & Heritage

**Emotional Signal:** Familiarity • Tradition • Timelessness

Heritage-driven colors and finishes provide an anchor in uncertain times. When reinterpreted with a modern lens, they blend the comfort of the familiar with the freshness of innovation.

👉 *Why It Matters:* Nostalgia bridges past and present. It reassures consumers while opening space for new storytelling rooted in heritage and tradition.

## ✨ Takeaway

The drivers of 2026 highlight responsibility, innovation, resilience, authenticity, and heritage. Each one connects design to consumer values in ways that go beyond trend, shaping not only what products look like, but also how they are experienced and remembered.

# KEY COLORS FOR 2026



# YELLOW

## Calm, Grounded & Renewed

### Emotional Signal

Optimism • Comfort • Growth • Hope

JET STREAM 11-0605 TPG

CRESS GREEN 15-0643 TPG

## Brand Fit

***Candle Brands:*** wellness, mindfulness, and seasonal launches

***Fragrance:*** bright, clean scents with a sustainable positioning

***Spirits/Tableware:*** artisanal, warm-toned collections that highlight craftsmanship

## Strategic Impact

Muted yellows signal optimism without overstimulation, aligning with eco-conscious wellness and quiet luxury.

- Frosted matte finishes for an organic look
- Recycled glass or ridged textures for eco-conscious storytelling
- Soft neutrals (Mourning Dove, White Sand) for timeless harmony

## Quick Strategy Checklist

✓ Aligns with brand values of optimism or renewal?
✓ Stands apart in the competitive landscape?
✓ Scales across product + digital?
✓ Matches seasonal timing?

# ORANGE

## Bold, Nostalgic & Energized

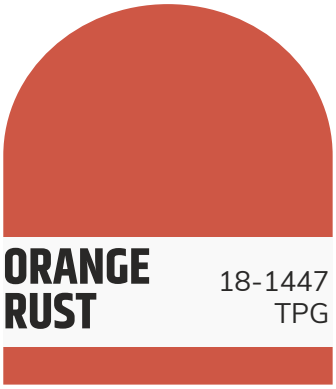
### Emotional Signal

Energy • Renewal • Craftsmanship • Optimism










## Brand Fit

***Candle Brands:*** seasonal/holiday launches, artisanal branding

***Fragrance:*** bold, expressive packaging

***Spirits/Tableware:*** warm-toned, premium craft aesthetics

## Strategic Impact

Oranges embody both nostalgia and innovation, signaling progress with authenticity.

- Gloss finishes to amplify vibrancy
- Leather or textured wraps for nostalgic appeal
- Metallic accents to push into premium territory

## Quick Strategy Checklist

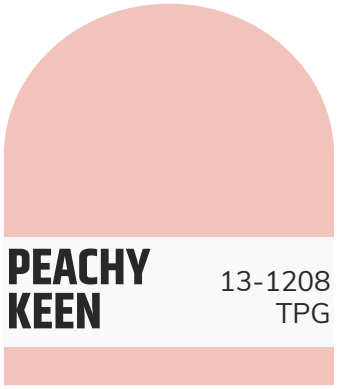
- ✓ Evokes craftsmanship and warmth?
- ✓ Can communicate progress + innovation?
- ✓ Bold enough for differentiation in saturated markets?
- ✓ Balanced well with grounding neutrals?

# RED

## Subdued and Romantic

### Emotional Signal

Warmth • Sentiment • Softness • Romance




### Brand Fit

***Candle Brands:*** romantic, intimate, seasonal products

***Fragrance:*** heritage or storytelling-based brands

***Spirits/Tableware:*** subtle premium and luxury cues

### Strategic Impact

Reds take a step back but still provide emotional depth and sentimentality.

- Matte finishes for softness
- Pair with warm neutrals for quiet charm
- Screen printing accents for vintage feel

### Quick Strategy Checklist

✓ Does this red bring intimacy without overpowering?
✓ Adds quiet heritage to your portfolio?
✓ Aligns with nostalgic or romantic storytelling?
✓ Fits seasonal timing for Fall/Winter launches?

# BLUE

## Calm, Trustworthy & Reflective

### Emotional Signal

Peace • Trust • Reflection • Sustainability




## Brand Fit

***Candle Brands:*** spa/wellness, relaxation-focused lines

***Fragrance:*** futuristic/nature hybrids

***Spirits/Tableware:*** premium trust-building tones

## Strategic Impact

Blues bridge technology and nature, signaling both trust and innovation.

- Satin iridescent or frosted finishes for serenity
- Transparent glass for clarity and trust
- Subtle metallics for futuristic appeal

## Quick Strategy Checklist

✓ Does this shade communicate trustworthiness?
✓ Can it balance modern tech cues with calming nature?
✓ Will it differentiate from traditional corporate blues?
✓ Can it scale across categories (candle, fragrance, spirits)?

# GREEN

## Reconnecting with Nature

### Emotional Signal

Renewal • Growth • Balance • Well-being







### Brand Fit

***Candle Brands:*** eco-conscious or wellness brands

***Fragrance:*** natural botanicals, sustainability focus

***Spirits/Tableware:*** artisan or farm-to-table storytelling

### Strategic Impact

Greens emphasize wellness and sustainability in a digital-fatigued world.

- Frosted translucency for organic feel
- Pair with wood or fiber accents for natural alignment
- Screen-printed motifs to emphasize growth/nature

### Quick Strategy Checklist

✓ Evokes nature and renewal?
✓ Can reinforce eco-conscious positioning?
✓ Works across lifestyle-focused collections?
✓ Creates balance when paired with neutrals?

# NEUTRALS

## Grounded, Warm & Timeless

### Emotional Signal

Stability • Heritage • Warmth • Progress

| MOURNING DOVE | WHITE SAND | POTTING SOIL | PUSSYWILLOW GRAY | VIOLET ICE |
|---|---|---|---|---|
| 16-4400 TPG | 13-0002 TPG | 19-1218 TPG | 15-6304 TPG | 15-2706 TPG |

### Brand Fit

***Candle Brands:*** timeless core collections

***Fragrance:*** minimalist luxury

***Spirits/Tableware:*** heritage-driven packaging

### Strategic Impact

Neutrals shift from background shades to center stage, anchoring palettes with stability.

- Multi-ribbed or fluted finishes for heritage cues
- Matte metallics for modern grounding
- Layered materials for adaptive versatility

### Quick Strategy Checklist

- ✓ Anchors palette with stability?
- ✓ Adds warmth without distraction?
- ✓ Works across both luxury and value tiers?
- ✓ Provides flexibility for seasonal storytelling?

# PURPLE

## Transitioning Out

### Emotional Signal

Mystery • Creativity • Transformation (fading influence)

Purple is stepping aside after enjoying a period of popularity. This shift is a natural part of the color trend life cycle, making room for other shades to take the spotlight in the coming years. As we see in the forecast, color trends evolve, and while purple may be taking a back seat for now, it's all part of the ongoing journey of fresh, exciting directions in design.

### Brand Fit

- *Transitional only — accent, not anchor*
- *Can be used for niche seasonal drops*

### Strategic Impact

Purple is stepping aside, making space for other tones. Use sparingly for contrast, not dominance.

- Gloss shimmer or satin pearl accents
- Works best layered with neutrals or deep blues

### Quick Strategy Checklist

✓ Used sparingly as accent only?
✓ Supports brand without overwhelming the palette?
✓ Balanced with more grounding hues?
✓Reserved for limited or niche storytelling moments?

# 2026 MATERIAL & FINISH DIRECTIONS: CRAFTING AUTHENTIC, SUSTAINABLE & INNOVATIVE DESIGNS

The future of design is embracing a world where authenticity, sustainability, and smart technology come together to shape more than just products,  they're shaping experiences. As consumer aspirations evolve, it's clear that what matters most isn't just what something looks like, but how it feels, how it aligns with values, and how it adapts to the ever-changing world around us. Here's a glimpse into the materials and finishes that will be making waves by 2026, trends that blend tradition with innovation while always keeping eco-consciousness at the forefront.



# HUMAN CONNECTION & AUTHENTICITY

**Emotional Signal**

Warmth • Craft • Imperfection • Personal touch



## Brand Fit

***Candle Brands:*** artisan, handmade, small-batch storytelling

***Fragrance:*** natural, botanical-focused lines

***Spirits/Tableware:*** heritage brands highlighting craftsmanship

## Materials & Strategic Impact

Consumers crave authenticity in a digital-first world. Imperfect, tactile finishes bring humanity back into design.

- Handmade ceramics, 3D printed wool, flexible thermoplastics
- Patchwork textures, ribbed surfaces, tactile imperfections

## Quick Strategy Checklist

✓ Does this finish add "crafted by hand" warmth?
✓ Does it align with your brand's artisan or heritage positioning?
✓ Can it differentiate you from mass-market competitors?

# SUSTAINABILITY & ECO-CONSCIOUSNESS

**Emotional Signal**

Responsibility • Renewal • Harmony with nature



## Brand Fit

***Candle Brands:*** eco-forward, wellness, and natural lifestyle brands

***Fragrance:*** clean, sustainable packaging cues

***Spirits/Tableware:*** farm-to-table, organic, or green luxury

## Materials & Strategic Impact

Eco-conscious materials are no longer optional—they're a necessity. Sustainable finishes demonstrate responsibility and innovation simultaneously.

- Recycled polymers, bioplastics, MyCera (clay + mycelium blends)
- Natural ridges, frosted translucency, earth-inspired textures

## Quick Strategy Checklist

✓ Does your material choice reduce waste or use renewable sources?
✓ Does it visually signal "green" values without losing sophistication?
✓ Can it scale for both niche and large-volume production?

# TECHNOLOGICAL INTEGRATION

**Emotional Signal**
Innovation • Future-forward • Smart adaptability



## Brand Fit

***Candle Brands:*** modern, tech-inspired launches

***Fragrance:*** futuristic or "high-performance" branding

***Spirits/Tableware:*** premium, cutting-edge positioning

## Materials & Strategic Impact

Consumers are drawn to products that feel intelligent and adaptive. Tech-driven finishes reflect innovation while maintaining a human touch.

- 4D liquid prints, synthetic woven fabrics, transparent glass
- Matte metallics, iridescent effects, sleek hybrid surfaces

## Quick Strategy Checklist

✓ Does this finish reflect your forward-thinking identity?
✓ Can it balance sleekness with approachability?
✓ Does it help your brand stand out in a crowded marketplace?

# NOSTALGIA & HERITAGE

**Emotional Signal**
Comfort • Tradition • Timelessness • Memory



## Brand Fit

***Candle Brands:*** seasonal nostalgia (holiday, family rituals)

***Fragrance:*** heritage scents and timeless luxury

***Spirits/Tableware:*** whiskey, rum, vintage-inspired collections

## Materials & Strategic Impact

Nostalgia is a powerful anchor in times of change. Heritage-driven finishes bridge past and present, bringing comfort while still feeling relevant.

- Composites, wood, coir fiber, 3D printed wool
- Patchwork patterns, fluted designs, multi-ribbed surfaces

## Quick Strategy Checklist

✓ Does this design tap into emotional heritage?
✓ Does it reinforce your brand's storytelling history?
✓ Can it modernize nostalgia to feel fresh?

# FLEXIBILITY & ADAPTABILITY

**Emotional Signal**

Versatility • Practicality • Modern lifestyle alignment



## Brand Fit

***Candle Brands:*** multipurpose collections (wellness-to-luxury crossover)

***Fragrance:*** travel-ready or dual-use packaging

***Spirits/Tableware:*** event-ready, adaptable designs

## Materials & Strategic Impact

Lifestyles are shifting rapidly, and design must keep pace. Flexible finishes make products more universal, versatile, and future-proof.

- Flexible thermoplastics, synthetic woven fabrics, MyCera
- Layered surfaces, satin iridescent pearl effects

## Quick Strategy Checklist

✓ Does this material allow for multi-environment use?
✓ Does it enhance convenience without sacrificing beauty?
✓ Can it adapt as consumer needs evolve?

# COLOR + MATERIAL PAIRING GUIDE

| Color Family | Best Finish/Material Pairings | Brand Effect |
|---|---|---|
| 🌼**Yellow** | Frosted matte finishes, recycled glass, subtle ridges | Optimism & comfort with eco-conscious warmth |
| 🍊**Orange** | Gloss or metallic finishes, leather-inspired textures, ribbed glass | Bold statement, nostalgic craftsmanship, premium edge |
| ❤️**Red** | Matte finishes, soft-touch coatings, warm neutral pairings | Romantic sentimentality, subtle heritage, quiet luxury |
| 💙**Blue** | Satin iridescence, transparent glass, subtle metallics | Calm trustworthiness, futuristic balance, tech-meets-nature |
| 🌱**Green** | Frosted translucency, natural fibers,wood or coir accents | Wellness, renewal, harmony with nature |
| ⚖️**Neutrals** | Fluted designs, layered composites, matte metallics | Wellness, renewal, harmony with nature |
| 💜**Purple (Transitioning)** | Limited use as accents with shimmer or gloss | Creativity, mystery, transformation (used sparingly) |

## 💡 How to Use This Guide

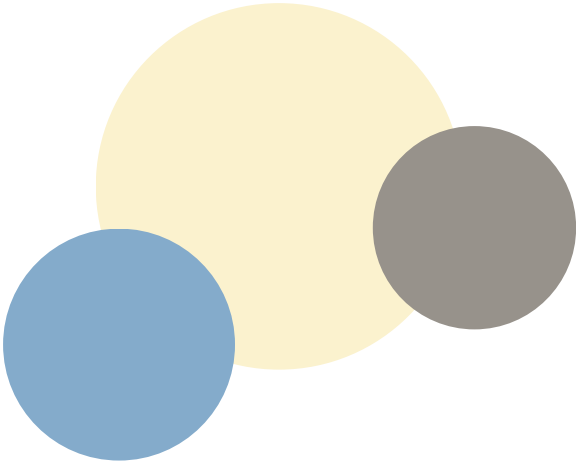
**1.Start with Emotion:** Decide what you want consumers to feel (calm, bold, nostalgic, sustainable).

**2. Select the Color Family:** Choose the family that best aligns with those emotions.

**3. Layer the Finish:** Use the recommended material or finish to amplify the story (e.g., gloss for boldness, frosted for calm).

**4. Refine for Your Category:** Adapt the pairing to candles, fragrance, spirits, or tableware for maximum relevance.

# SUGGESTED PAIRINGS



## Optimistic Balance (Yellow-anchored)

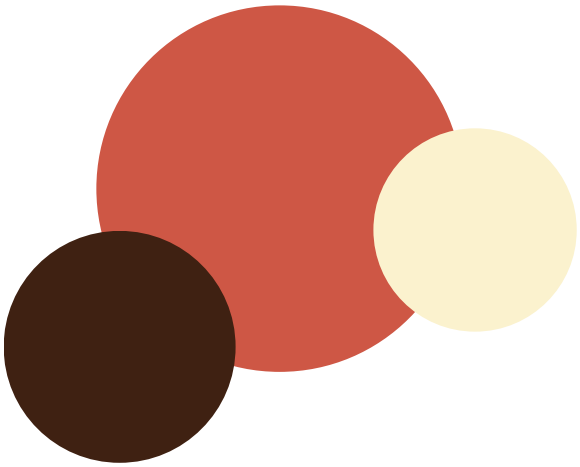
- Jet Stream 11-0605
- Mourning Dove 16-4400
- Glacier Lake 16-4118

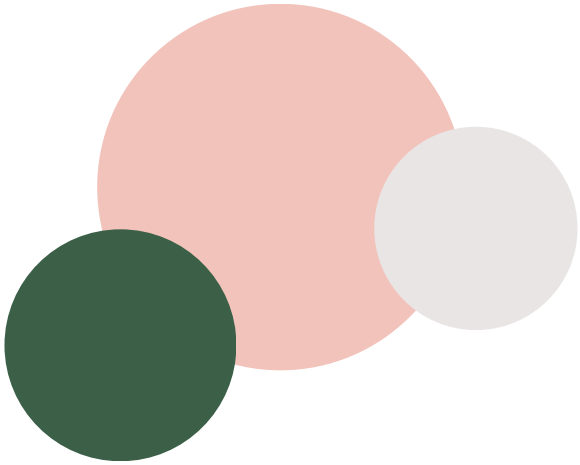
**Emotional Signal:** Optimism grounded in calm trust
**Suggested Finishes:** Frosted matte, satin translucency

## Crafted Vitality (Orange-anchored)

- Orange Rust 18-1447
- Potting Soil 19-1218
- Jet Stream 11-0605

**Emotional Signal:** Bold heritage craftsmanship with modern optimism
**Suggested Finishes:** Gloss, ribbed textures



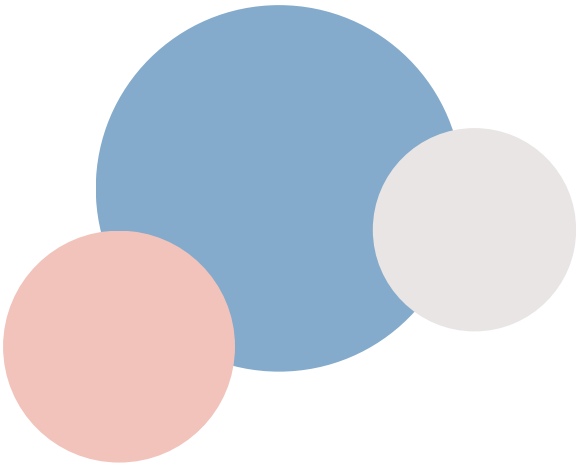


## Soft Heritage (Red-anchored)

- Peachy Keen 13-1208
- White Sand 13-0002
- Greener Pastures 19-6311

**Emotional Signal:** Gentle warmth with natural grounding
**Suggested Finishes:** Matte, frosted translucency

# SUGGESTED PAIRINGS



## Calm Horizons (Blue-anchored)

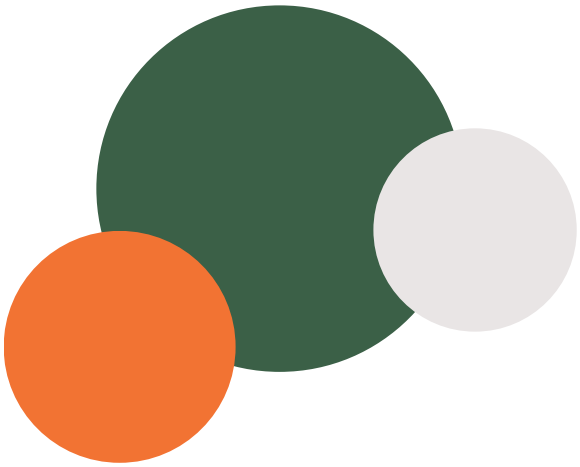
- Glacier Lake 16-4118
- White Sand 13-0002
- Peachy Keen 13-1208

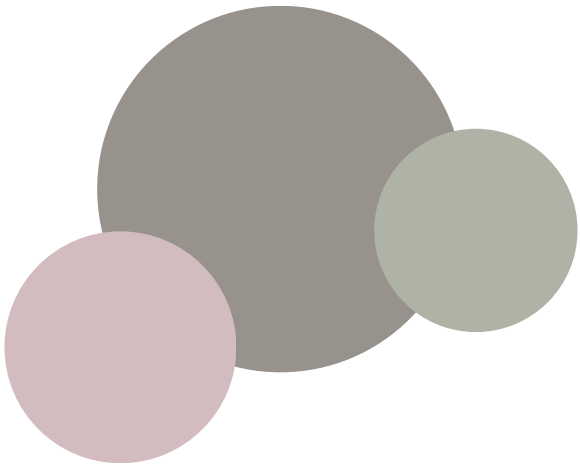
**Emotional Signal:** Tranquil trust balanced with warmth
**Suggested Finishes:** Satin iridescence, frosted glass

## Eco Elegance (Green-anchored)

- Greener Pastures 19-6311
- Celosia Orange 17-1360
- White Sand 13-0002

**Emotional Signal:** Natural vitality with grounded sophistication
**Suggested Finishes:** Recycled glass, natural ridges



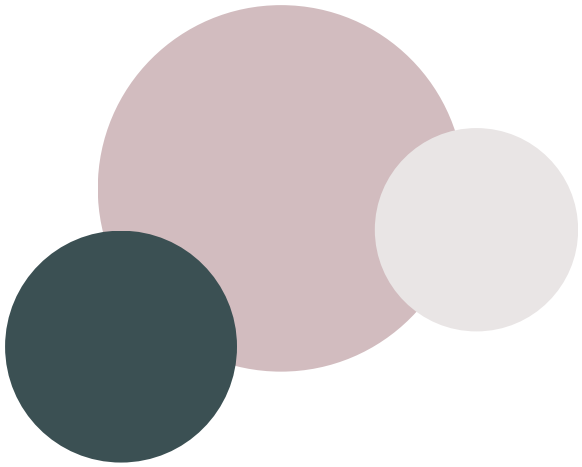


## Quiet Modernity (Neutral-anchored)

- Mourning Dove 16-4400
- Violet Ice 15-2706
- Pussywillow Gray 15-6304

**Emotional Signal:** Timeless grounding with understated luxury
**Suggested Finishes:** Fluted, layered composites, matte metallics

# SUGGESTED PAIRINGS



## Mystic Accent (Purple/Red-anchored)

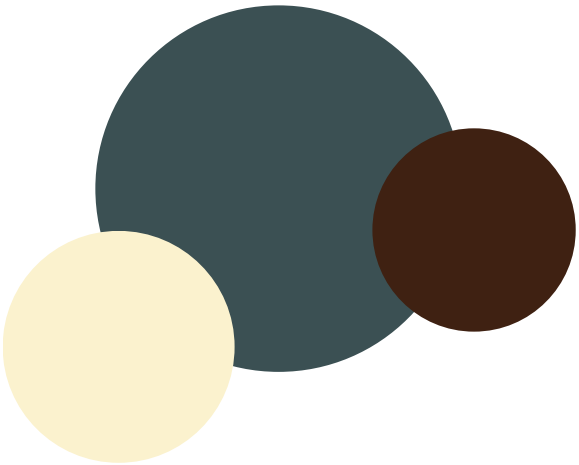
- Violet Ice 15-2706
- Dark Spruce 19-5212
- White Sand 13-0002

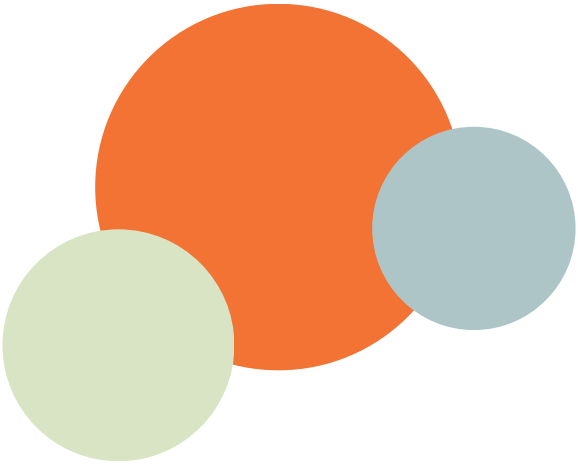
**Emotional Signal:** Subtle creativity + timeless grounding
**Suggested Finishes:** Shimmered gloss, satin pearl

## Timeless Contrast (Cross-family blend)

- Dark Spruce 19-5212
- Jet Stream 11-0605
- Potting Soil 19-1218

**Emotional Signal:** Stability with light and heritage balance
**Suggested Finishes:** Satin pearl, ribbed designs



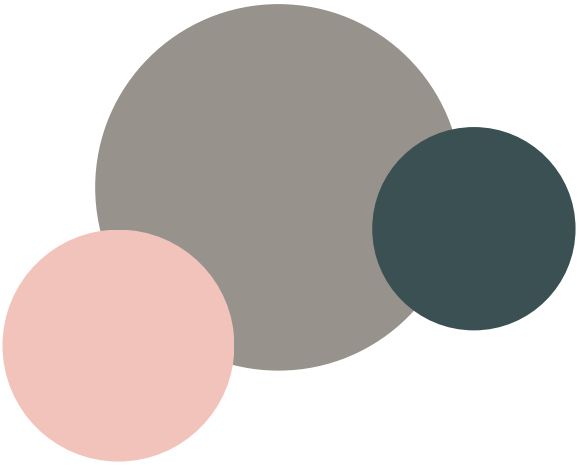


## Modern Energy (Cross-family blend)

- Celosia Orange 17-1360
- Seacrest 13-0111
- Sky Gray 14-4504

**Emotional Signal:** Dynamic optimism + calm grounding
**Suggested Finishes:** Matte metallics, frosted translucency

# SUGGESTED PAIRINGS



## Timeless Heritage (Neutral blend)

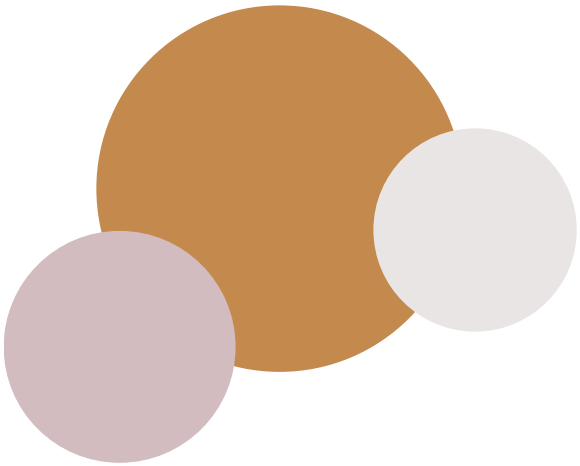
- Mourning Dove 16-4400 (warm gray)
- Dark Spruce 19-5212 (deep green-blue)
- Peachy Keen 13-1208 (soft red)

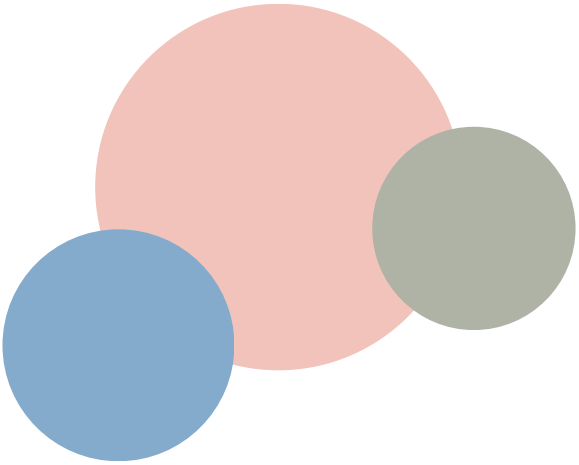
**Emotional Signal:** Stability, depth, and sentiment combined
**Suggested Finishes:** Fluted composites, frosted matte

## Artisan Flame (Orange-anchored)

- Inca Gold 17-1048 (warm orange)
- White Sand 13-0002 (neutral)
- Violet Ice 15-2706 (blush neutral)

**Emotional Signal:** Crafted vibrancy balanced with softness
**Suggested Finishes:** Gloss, layered composites



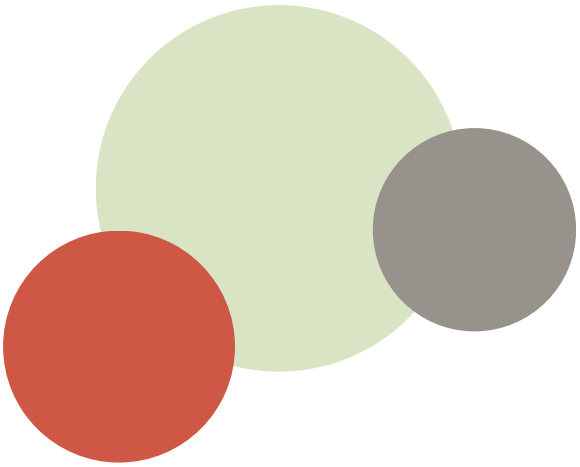


## Romantic Stillness (Red-anchored)

- Peachy Keen 13-1208 (soft red)
- Glacier Lake 16-4118 (calm blue)
- Pussywillow Gray 15-6304 (soft gray)

**Emotional Signal:** Quiet romance with reflective calm
**Suggested Finishes:** Matte, satin translucency

# SUGGESTED PAIRINGS



## Verdant Renewal (Green-anchored)

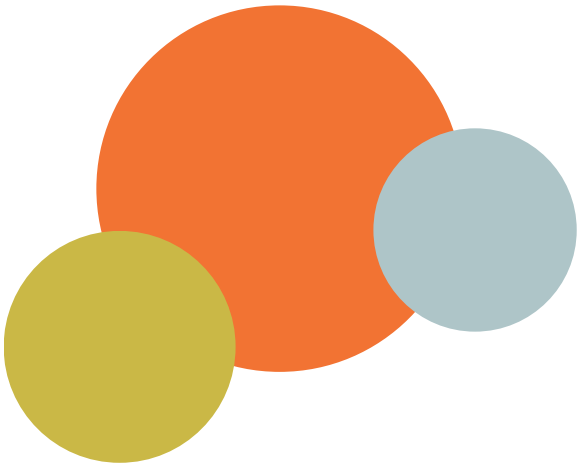
- Seacrest 13-0111 (fresh green)
- Orange Rust 18-1447 (earthy orange)
- Mourning Dove 16-4400 (warm gray)

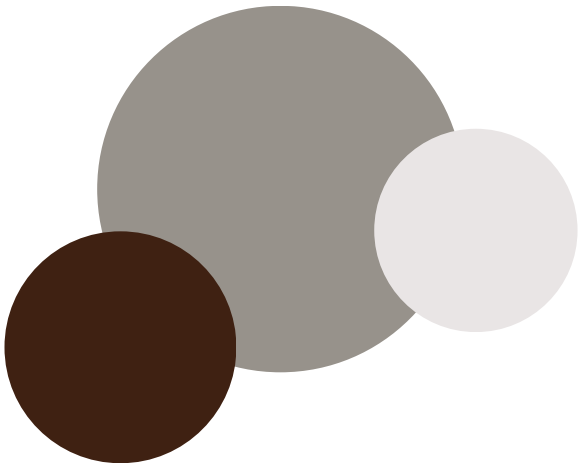
**Emotional Signal:** Growth and renewal with artisanal grounding
**Suggested Finishes:** Recycled glass, fluted textures

## Modern Spark (Orange-alt anchored)

- Celosia Orange 17-1360 (bright orange)
- Cress Green 15-0643 (yellow-green)
- Sky Gray 14-4504 (soft blue-gray)

**Emotional Signal:** Energetic optimism with balanced restraint
**Suggested Finishes:** Metallic accents, frosted translucency



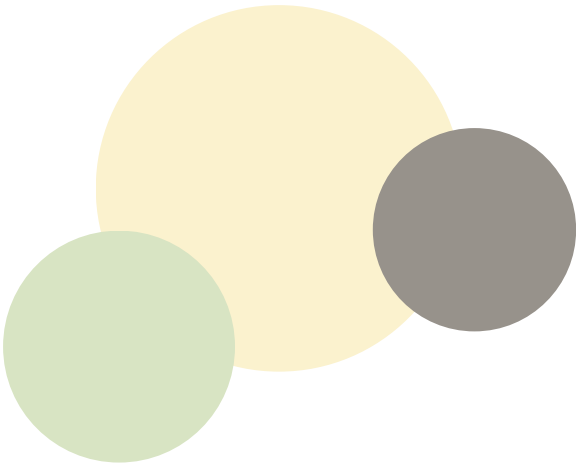


## Quiet Foundation (Neutral-anchored)

- Mourning Dove 16-4400 (warm gray)
- Potting Soil 19-1218 (deep brown)
- White Sand 13-0002 (classic neutral)

**Emotional Signal:** Stability, timelessness, and grounding warmth
**Suggested Finishes:** Fluted composites, matte metallics

# SUGGESTED PAIRINGS



## Grounded Renewal (Yellow-anchored)

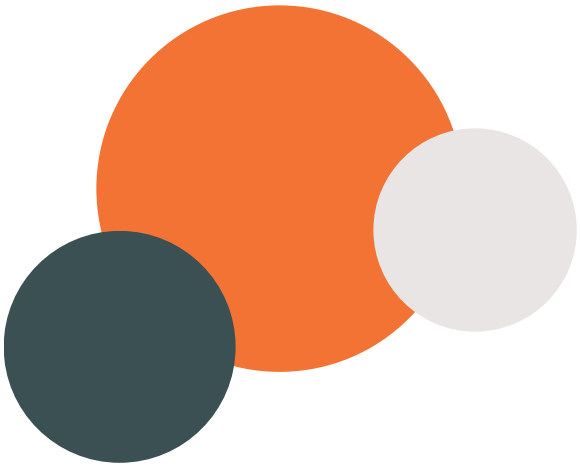
- Jet Stream 11-0605
- Seacrest 13-0111
- Mourning Dove 16-4400

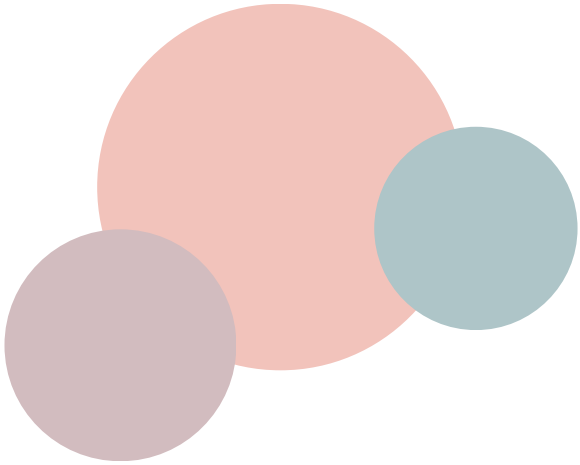
**Emotional Signal:** Optimism connected to wellness and grounded in stability
**Suggested Finishes:** Frosted matte, recycled glass

## Modern Craft (Orange-anchored)

- Celosia Orange 17-1360
- White Sand 13-0002
- Dark Spruce 19-5212

**Emotional Signal:** Bold energy with natural depth and premium sophistication
**Suggested Finishes:** Gloss, metallic accents, ribbed glass



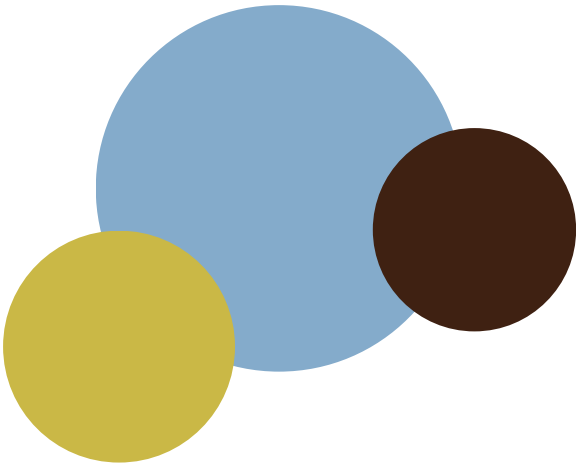


## Romantic Calm (Red-anchored)

- Peachy Keen 13-1208
- Sky Gray 14-4504
- Violet Ice 15-2706

**Emotional Signal:** Gentle romance blended with calm reflection and subtle creativity
**Suggested Finishes:** Matte finishes, soft-touch coatings

# SUGGESTED PAIRINGS



## Tech Harmony (Blue-anchored)

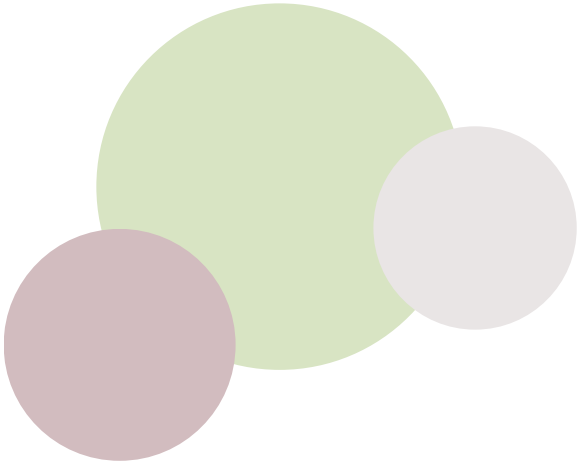
- Glacier Lake 16-4118
- Cress Green 15-0643
- Potting Soil 19-1218

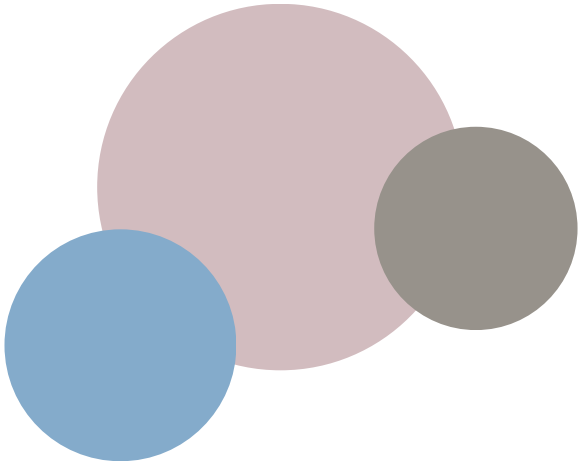
**Emotional Signal:** Calm trust balanced with innovation and earthiness
**Suggested Finishes:** Satin iridescence, layered composites

## Wellness Flow (Green-anchored)

- Seacrest 13-0111
- Violet Ice 15-2706
- White Sand 13-0002

**Emotional Signal:** Refreshing wellness with a touch of sophistication
**Suggested Finishes:** Frosted translucency, fluted designs





## Subtle Luxury (Purple/Red-anchored)

- Violet Ice 15-2706
- Glacier Lake 16-4118
- Mourning Dove 16-4400

**Emotional Signal:** Creativity softened into elegance and quiet luxury
**Suggested Finishes:** Satin pearl, shimmered gloss

# 5 QUESTIONS BEFORE CHOOSING YOUR 2026 PALETTE

**Don’t pick colors blindly.** Run your palette through these five checkpoints to confirm it’s aligned with your brand, your market, and your future growth.

**1. Does this palette align with my brand identity?**
□ Which brand values do I want these colors to communicate (e.g., luxury, eco-consciousness, playfulness)?
□ Do these hues complement or compete with my existing brand colors?

**2. How will this palette influence consumer perception?**
□ What emotions or associations do these colors evoke (trust, optimism, calm, prestige)?
□ Will they connect with my target audience’s lifestyle and preferences?

**3. Can this palette work across multiple products & finishes?**
□ Will the hues translate effectively on glass, packaging, labels, and digital media?
□ Have I considered how matte, gloss, shimmer, or metallic finishes will alter the perception?

**4. Will this palette have staying power beyond one season?**
□ Am I choosing colors that balance trend relevance with timelessness?
□ Can these hues evolve into future product lines or limited editions?

**5. How will this palette differentiate my brand in the market?**
□ Does it help me stand apart from competitors in my category?
□ Will it elevate my product on the shelf, online, or in experiential branding?

✅ Pro Tip: JAFE Decorating can help you test your palette before launch with sample vessels, finish variations, and expert color-matching.

# ALIGNING COLOR WITH BRAND & PRODUCT STORY

The future of design is moving toward authenticity, responsibility, and adaptability. Color, materials, and finishes are no longer viewed as surface choices but as signals of deeper brand values. In 2026 and beyond, the most successful products will be those that connect emotionally while reflecting the realities of a changing world.

- **Authenticity matters more than polish.** Consumers are drawn to products that feel human, crafted, and genuine.
- **Sustainability is now a core expectation.** Eco-conscious design is a standard marker of credibility and care.
- **Technology continues to influence aesthetics**. Finishes and materials that balance innovation with approachability will define the modern look.
- **Adaptability is essential**. Flexible design allows products to remain relevant across lifestyles, environments, and market shifts.

For brands, this means:

- Choosing colors that reflect more than beauty. They must symbolize trust, renewal, or bold expression.
- Pairing materials and finishes that balance innovation with responsibility.
- Timing launches with seasonal and cultural rhythms to resonate when it matters most.
- Using these colors as a guide, you can make them *lighter, darker, or more chromatic* to fit your product story.

At JAFE Decorating, we help transform these insights into tangible outcomes. Because every service—from painting and screen printing to candle filling, fragrance development, and packaging coordination—is under one roof, we offer unmatched agility in bringing design concepts to life.

For sampling requests, JAFE Decorating uses ***Pantone standards*** to ensure accurate color matching. This process helps account for screen variations and delivers a final result that stays true to your selected shade.

👉 **Our role is simple:** to be the trusted partner who helps you navigate global trends and deliver finished products that don't just follow forecasts but set your brand apart.



# READY TO CREATE YOUR NEXT BEST-SELLER?

## Download Our Catalog

Explore vessel options, finishes, and decorating techniques designed for every market.

## Schedule a Project Consultation

Work directly with our experts to select the right colors, finishes, and techniques for your brand story.

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