



It's not just paint.  
It's personal.®

## ABOUT US

We like to think a big part of what separates us from other paint manufacturers is the service we give and the lengths we're prepared to go, to ensure that you and your customer's decorative and protective needs are completely met.

With over 200 years of heritage and expertise, Crown Paints provide a portfolio of products that encompass both the professional and DIY user, with brands that are renowned for quality and reliability. Our professional finishes – Crown Trade, Sadolin, Sandtex Trade and Macpherson – are specified for some of the UK's most prestigious buildings, and are always at the leading edge in colour. At Crown Paints we pride ourselves on delivering extra, both in aesthetics, performance and service.

As a part of the Hempel group, we also take our corporate social responsibility very seriously which is a part of our ethos established by the owner, JC Hempel who established The Hempel Foundation as a commercial foundation in 1948.

The foundation serves a dual purpose. Its key mandate being to provide a solid economic base for the Hempel Group. The foundation's secondary purpose is more philanthropic and provides support for cultural, social, humanitarian, scientific and artistic purposes around the world.



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## COLOUR SCHEMING

Our Trade Sales teams are experts at devising specifications for diverse sectors, which include education, healthcare, housing and commercial.

They ensure that each project gets the perfect product in the perfect shade every time. We're careful to observe the finer details of a project and our in house Colour Services Team offer tailored packages for professional customers.

Whether it be a bespoke colour scheme, face to face consultation or a telephone conversation, we're always confident of the best possible outcome for our customers.

Order our latest fan deck by contacting  
[info@crownpaintspec.co.uk](mailto:info@crownpaintspec.co.uk)



## OUR SERVICES



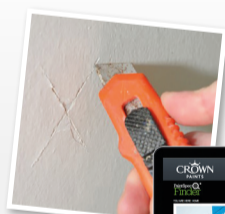
### COLOUR

- ✓ Selection of generic schemes available
- ✓ Samples in a variety of formats which can be applied on the job or on mood boards
- ✓ Bespoke schemes available above 1,000 litres
- ✓ MyRoomPainter™ app
- ✓ Sector specific colour literature



### SPECIFICATION

- ✓ Paint Spec Finder – create your specifications using our online tool
- ✓ Generic specification documents for projects below 500 litres
- ✓ Site specific specification documents for projects/contracts above 500 litres
- ✓ Site surveys
- ✓ BIM objects available on 50 of our Trade Products



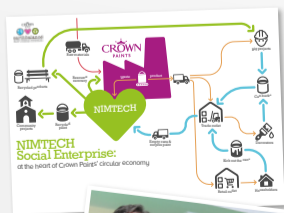
### PRODUCT

- ✓ Premium quality for interior and exterior projects with a proven track record
- ✓ Innovative problem-solving technical products
- ✓ High-durability products
- ✓ Comprehensive distribution network via our UK wide Crown Decorating Centres and independent stockists
- ✓ Flame retardant paint system from our Crown Trade Timonox Range



### SUSTAINABILITY

- ✓ Can-Back recycling system available on all projects
- ✓ Empty cans recycled by our own Social Enterprise – Nimtech
- ✓ 100% recycled plastic containers
- ✓ Zero waste-to-landfill
- ✓ Targets to reduce our CO<sub>2</sub> intensity from energy consumption 12% by 2020



### CORPORATE SOCIAL RESPONSIBILITY (CSR)

- ✓ A part of the world leading coatings supplier Hempel, who is proudly owned by the Hempel Foundation
- ✓ 3rd world education projects
- ✓ 100,000 children supported in education
- ✓ Building new schools
- ✓ Charity sponsors



### CPD SEMINARS

(Continual Professional Development)

- ✓ Expert speakers available
- ✓ CPDs can be held face to face or over video calls
- ✓ For Crown Paints Specifying Organisations
- ✓ CPD accredited presentations include:
  - Burning Issues: The Hazard of Painted Walls and Ceilings
  - Colour in Education
  - Effective Paint Specification
  - Different Shades of Green - Delivering Paint Sustainability
- ✓ Certification provided





Crown Paints can check and update NBS M60 specifications free-of-charge.



### The Problem

Are you regularly using the same library specifications?

Are you constantly researching the most up to date painting products and systems to specify for your projects?



### The Solution

Look no further, email your original M60 specification in a Word, NBS or PDF format to [info@crownpaintspec.co.uk](mailto:info@crownpaintspec.co.uk) and let us do the rest.

## ENVIRONMENTAL PRODUCT DECLARATIONS (EPD'S)

The EPDs are full lifecycle assessments of the environmental impacts of the products, from raw materials and manufacturing, through to use and end of life, carried out using the standardised method defined by EN 15804.

**Did you know?** 6 of our products hold verified EPD certificates complying with the European Standard EN 15804:

- Crown Trade Clean Extreme Scrubbable Matt
- Crown Trade Clean Extreme Anti-Bacterial Acrylic Eggshell
- Crown Trade FastFlow Primer Undercoat
- Crown Trade FastFlow Gloss
- Crown Trade Matt Vinyl
- Crown Trade Covermatt



## SERVICE SUPPORT & VALUE ENGINEERING



We understand, that projects can often throw up various challenges such as working within tight schedules and budgets. The additional requirement to extended maintenance cycles demonstrates there is often a need for cost engineered solutions. We offer a variety of products and services to help customers deal with the issues they may face.

- Assistance in developing sound and cyclical maintenance programmes to ensure optimum value.
- Guidance in dealing with fire safety legislation and fire risk analysis.
- We have a variety of services which can be accessed at our Crown Decorating Centres, Independent Merchants and our own colour service that help ensure you get the best colour for your job.
- We can work with customers to put together welcome packs for tenants with advice, discount vouchers and a touch up kit for when they move in.



\* This includes all containers that held paint or woodcare products from Crown Paints Limited.

### DID YOU KNOW...

Crown Paints\* steel and plastic containers can now be recycled.

We are cleansing and re-using Crown Paints' manufactured paint containers, with those that cannot be re-used, being recycled into new products, packaging or components.

Simply return your empties in good condition for re-use or recycling.

By supporting this initiative you are helping to protect the environment and reduce the amount of steel and plastic paint cans sent to landfill each year.

### YOU CAN... USE IT

Wherever possible make sure you and your customers use up all the paint, leaving cans empty and dry.

### WE CAN...

#### Take back:

- Crown Paints' manufactured cans
- Empty cans - up to 1cm of dried paint allowed
- Dry cans
- Steel & plastic paint cans with lids separate
- All water and solvent based paint cans
- Woodcare products, floor and masonry paint cans

#### Approved cans:

- We reserve the right to refuse acceptance of specific cans.

### WE CAN'T...

#### Accept:

- Non-Crown Paints manufactured cans
- Unreadable cans
- Cans with more than 1cm dried paint inside
- Dripping or leaking cans
- Cans containing hazardous specialist coverings, strippers or thinners
- Aerosols
- Cans that need collecting. Please deliver your cans to your local Crown Decorating Centre

## OUR BRANDS



### CROWN TRADE

Tailored for decorators, tradesmen and specification teams. Get the right paint for your job with our range of Crown Trade professional coatings.



### SADOLIN

For superior woodcare protection and colour, we offer Sadolin®, a technically advanced range of products for interior, exterior and garden woodwork.



### SANDTEX TRADE

Established in the 1960's, Sandtex Trade products protect your masonry, woodwork and exterior substrates.



### MACPHERSON

Made for the trade since 1884, Macpherson Trade Paints is a brand which represents quality and reliability to generations of painters and decorators.

For more information on these services, please visit the Crown Paints Specification website [www.crownpaintspec.co.uk](http://www.crownpaintspec.co.uk)

Alternatively email our Specification Services team on [info@crownpaintspec.co.uk](mailto:info@crownpaintspec.co.uk) or call on **0330 0240310** to keep up to date with our marketing support materials.