



CASE STUDY



CROWN TRADE & MITIE SCORE AT EWOOD PARK WITH CLEAN EXTREME SCRUBBABLE MATT

Crown Trade and MITIE have teamed up at Ewood Park, the home of Blackburn Rovers FC, to give the exclusive Clayton & Douglas lounge a fast-track makeover using Clean Extreme Scrubbable Matt.



As the premier league club's major sponsor, Crown Paints makes extensive use of the VIP facility to provide customers with matchday hospitality. The manufacturer thought it was time to give the lounge a bright new look and asked MITIE's Property Services division to carry out the work.

Before the painting could commence, agreement had to be reached on a design scheme. Crown Paints and Ewood Park both agreed that the venue needed bold and fresh colours that clearly reflected the club's corporate identity. Crown Paints' Colour Service responded with decor proposals. As colour specialist Jemma Saunders said: "The brief called for a bold and expressive design scheme and we had a fairly blank canvas to work with, but it was always understood that 'Rovers Blue' would be the main starting point."

CROWN TRADE CLEAN EXTREME SCRUBBABLE MATT



“The scheme that everyone liked most of all features bold horizontal stripes, in colours drawn from the Club’s ‘arte et labore’ logo.

“We’ve used Rovers Blue on accent walls and in the bar area while the navy blue of the away strips has been used on ceiling trims creating additional interest overhead. Everything has been perfectly colour matched, tinted and mixed to order and the whole scheme ties in beautifully with the existing carpets and seating.”

George Watson, an operations manager for MITIE commented: “This is the third redecoration project we’ve completed for the club in recent months so we’re getting to know their facilities well. We redecorated the Academy during the international break and later painted the corridors, staircases and offices at the Senior Training Ground. Everything has been done in Crown Trade... naturally!”

“When it came to decorating the Clayton & Douglas Lounge, my team had less than a week to complete the work because of the fixtures list. It was a large area to complete in such a short time, but with some careful planning we did it with time to spare.

“We used Clean Extreme Scrubbable Matt because it’s ideal for high usage areas where there’s potential for scuffs, scrapes and accidental spills. It scrubs clean time and time again and there are no tell tale burnishing marks left behind.”

George concludes:

“We use a lot of Scrubbable Matt now. It’s a super product to apply and goes on just like any other quality flat matt emulsion.

But don’t let that modern chalky finish fool you. It’s far more resilient, tough and durable than you might think and the ideal solution for all sorts of heavy traffic locations where appearances really count.”

