



CASE STUDY



BOLTON BUSINESS BENEFITS FROM CROWN'S COLOUR EXPERTISE

When Lee Gillard of Broken Colour Decorators Ltd, a Bolton based painting contracting company, was asked for specialist colour scheming and decor advice by one of his local commercial clients, he turned to Crown Paints for expert assistance.



The client was John Wilkins, owner of the J C Wilkins Group which specialises in floor screeding services and the supply and installation of acoustic systems. The company was fast outgrowing its existing premises and John was looking forward to moving into his brand new custom built head office with its spacious adjoining warehouse. The new building had been structurally designed by a local architect but was still an empty shell. The only decision John had taken with regard to design and decor at that stage was to use pale oak extensively throughout the interiors, for stairs, doors, architraves, skirting boards and window frames.

Accompanied by Lee, one of Crown's colour consultants visited John to assess the new two-storey building, photograph the layout and discuss his ideas and requirements. A bespoke specification was then prepared for the project including drawings, Crown Trade paint samples and colour references. The specification also proposed 'designer' wall coverings for the lofty reception area and for feature walls in meeting rooms and managers' offices. All were premium quality branded wallcoverings available via the local Crown Decorating Centre.



CROWN TRADE CLEAN EXTREME SCRUBBABLE MATT



Broken Colour brought in a team of three decorators to start on the preparation and as soon as the decor plans were finalised they got to work on the painting and papering.

Crown Trade Clean Extreme Scrubbable Matt was used throughout the open plan offices on each floor and in meeting rooms, corridors and private offices. John was keen for Broken Colour to use this high performance flat matt coating in order to reduce long term maintenance costs and lengthen the redecoration cycle.

He said, "I'm investing a great deal of money in this building and naturally I want it to maintain that pristine 'just decorated' look for the longest possible period of time. Lee recommended Clean Extreme Scrubbable Matt for all the broadwall surfaces and I was very happy to go along with his professional advice."

Following Crown's paint colour recipes, Lee had over 100 litres of Clean Extreme Scrubbable Matt tinted and mixed in a range of soft and subtle tones by the Bolton Crown Decorating Centre. Pale green, blue, yellow, grey and pink shades were combined in different areas of the building introducing warmth and visual interest to the bare walls. The deep royal blue of JC Wilkins' logo was also colour matched in Clean Extreme Scrubbable Matt, Full Gloss and Eggshell and was used to highlight pillars, structural steelwork and parts of the staircase in the reception, providing a consistent corporate colour theme throughout.

In just two and a half weeks the plain white shell was transformed into a colourful and contemporary working environment and John Wilkins was delighted with the finished results. He said: "I'm a successful businessman, not an interior designer, so I don't claim to have any particular flair for decor. But I do realise the importance of creating an attractive workplace for my staff and projecting a contemporary and very professional image to every single person that visits these offices.

"By working closely with colour experts at Crown Paints and following their excellent advice on all aspects of the interior decor, Broken Colour have done an excellent job and given me a building I can be really proud of."

