



CASE STUDY



LICENSEES SAY GOODBYE TO SEPIA WITH CROWN TRADE PSB

Now that pubs are smoke free zones licensees are barring sepia tar-stained walls and ceilings once and for all. When the Ramsdens took over The Dog Inn in Whittle-le-Woods, Lancashire they were keen to refresh the premises but also anxious to keep the pub open and not lose any takings. Using Crown Trade PSB and Clean Extreme Scrubbable Matt they achieved the results they wanted without having to call time...



Dave and Sandra found plenty of evidence of the pre-smoking ban era when they became landlord and landlady at The Dog Inn. No decorating had taken place for over six years and the interiors were heavily discoloured with yellowy brown tar stains. When Dave removed a picture from the wall in the bar, the glaring patches of original paintwork he uncovered showed exactly how grimy the walls had become. It was definitely time to decorate.

The couple were looking for a quick, inexpensive makeover that didn't involve wholesale repapering of walls and ceilings and lots of mess. They didn't want to lose takings so it had to be business as usual throughout the improvements.

They decided to retain all the existing wallcoverings and have them repainted: although discoloured, they were still in good condition. They also opted to have all the work done after hours, starting after the last person left each night at around midnight, and finishing at dawn, leaving time for paint to dry before the next session. This way they could keep the beer flowing and the tills ringing, and keep everybody happy.



CROWN TRADE PSB & CLEAN EXTREME SCRUBBABLE MATT



Sandra approached Crown Paints for advice. She wanted her decorators to use the best possible primer to hold back all the stains and stop them 'leaching' through. She also wanted a fashionable flat matt finish that could withstand the knocks and scrapes of a busy pub environment, and importantly, that could be wiped clean whenever it got dirty. Because of the need to fit in all the work around normal opening hours she also needed to be sure that paint odours and drying times would be minimised.



Following Crown's advice Sandra specified Crown Trade PSB to seal in the stains and stop them from migrating through the new paint finish. Formulated to hold back challenging stains and resins the stain blocking primer can be used on tar, graffiti, ballpoint pen, crayon and water marks, etc. Based on water-borne technology. PSB has much lower odour than traditional oil based, high solvent primers and also dries more quickly.



A single coat of Crown Trade PSB obliterated the stains, soiling and discolouration. "It was amazing to see the bar with all the walls and ceilings primed," said Sandra, "It was so much lighter, brighter and fresher-looking. I was really impressed with the PSB. It left such a solid opaque finish. Even though it was just a base coat, some customers thought we'd decided to have all-white interiors and the job was actually finished!!"

When it came to the decorative coating Crown Trade Clean Extreme Scrubbable Matt was recommended for its contemporary aesthetic appeal, its exceptional durability and its practical scrub-clean finish.

The couple had their paint mixed to order in a very pale shade of rose white shade to complement the existing furnishings and carpets and the decorators worked through the night to get the job completed.

The decor at the Dog Inn has now been transformed, the sepia stains are long gone and there's no lingering evidence that anyone ever smoked a single cigarette, pipe or cigar in the bar.

The regulars are reported to be very pleased with their new surroundings. They are particularly pleased that with a little help from Crown Trade, Dave and Sandra were able to give their local such a dramatic makeover without disrupting a single drinking session!

