



**SOCIAL HOUSING**

**SPECIFIER  
GUIDE**







# HELPING THE SOCIAL HOUSING SECTOR CREATE MORE WELCOMING COMMUNITIES

Social Housing is a vital sector in the UK’s housing economy, affecting many lives: from young families moving into their first home thanks to their local Housing Association, right through to senior citizens enjoying a comfortable retirement.

One common factor that unites all these different communities though; they need accommodation which truly feels like home, and one that feels well-maintained without the need for frequent restorative painting work.

Anyone involved in the Social Housing sector knows just how much time, planning and budget cyclical maintenance projects monopolise. AkzoNobel understand this too. That’s why we offer a portfolio of products, services and tools designed to help you specify the right products and colours that can deliver exceptional, long-lasting results.

With budgets under increasing pressure these products and services can help deliver valuable time and cost savings. Our range of fit-for-purpose products includes our new, improved – long-lasting and scuff resistant Diamond range. Add the expertise and experience our team can bring to any project and you’ll soon see how we can improve and extend the maintenance cycle – saving time, money and reducing tenant inconvenience.

## CREATING BETTER LIVING SPACES

We also never forget we are helping to enhance people’s homes; their most valued spaces. That’s why we are at the forefront of research and development in using colour and design to improve the day-to-day experience of residents whether families, the elderly or those living with dementia. Furthermore, our social value initiatives help to bring value to the whole community.

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# WE ARE COMMITTED TO DOING MORE WITH LESS

**Dulux Trade** believe that a brighter future is possible for our planet if we work to deliver more value from fewer resources.

At **Dulux Trade** we offer solutions that deliver positive sustainability benefits, as well as reducing our products' environmental impact.

We're working to make longer lasting, lower maintenance finishes so that less paint is needed, and we offer water-based alternatives to traditional solvent-based products - making a positive change to how paints impact indoor air quality and the wellbeing of building users. As gold-leaf members of the **UK Green Building Council**, we also look to engage with the broader industry and promote a more sustainable built environment transforming the way it is planned, designed, constructed, maintained and operated. To find out more about our activities and progress, check out [duluxtradepaintexpert.co.uk/products/sustainability](https://duluxtradepaintexpert.co.uk/products/sustainability).

## LET'S COLOUR

Part of the Dulux vision is to make people's lives brighter and more colourful.

For 25 years, **Dulux** has sponsored the **Community Repaint scheme** - a network that collects leftover paint and redistributes it, enabling low-income households to decorate their homes. Behind the scenes, it also provides work experience to people from all walks of life - possibly a stepping stone back into the workplace or for some, it's simply a safe place to feel valued again.

Through partnerships with organisations such as **The Outward Bound Trust**, **Dulux** also aims to make a positive difference to disadvantaged young people who are in need of help to improve their life chances.



**Duncan Lochhead**  
Commercial Sustainability Manager,  
AkzoNobel Decorative Paints UK & Ireland

"As a brand leader we have a critical role to play in reducing the environmental footprint associated with the use of our products and delivering innovations that allow our customers to achieve their sustainability goals."



# SOCIAL HOUSING AND SUSTAINABILITY

Choosing **Dulux Trade** specialist coatings, trim paints and woodcare products is a wise investment in the future of the project, as well as a step towards greater sustainability, for two reasons:

1. Longer lasting protection means less frequent maintenance and redecoration over the project's lifetime. Both have an environmental impact.
2. Because of the outstanding opacity of **Dulux Trade** products, smaller quantities are required to create a professional finish over a given area. So ultimately fewer resources and raw materials are used in manufacturing and transporting paint. A perfect example of doing more with less.

TO ASSESS THE ENVIRONMENTAL IMPACT OF A PRODUCT, ASK THREE SIMPLE QUESTIONS:



## WHAT'S IN IT?

**Dulux Trade** products are assessed using the **Environmental Impact Analyser**. This measures 'what's in it' in the widest sense: the total environmental impact of the raw materials, energy, water... all the resources used before the product leaves the factory.



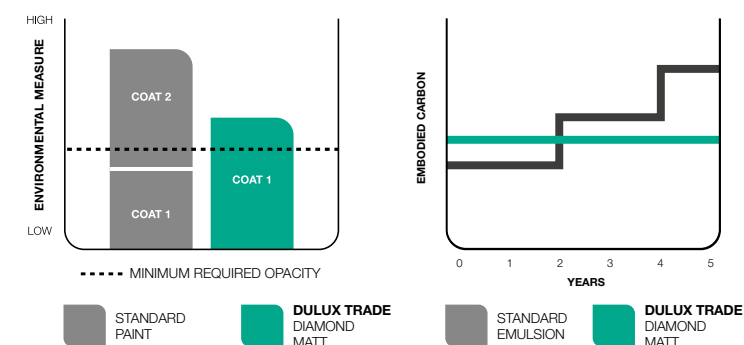
## HOW MUCH DO YOU NEED?

The greater the opacity of a coating, the less is required to deliver an excellent result. With **Diamond Matt** for example a smooth surface can be covered at 17m<sup>2</sup> per litre.



## HOW LONG DOES IT LAST?

A longer lasting finish means that less frequent redecoration is required. For example **Diamond Matt** offers up to 7 years protection, so the usual maintenance cycle can be significantly extended.





# OUR COMMITMENT TO THE SOCIAL HOUSING SECTOR

We take our responsibilities to deliver tangible social value very seriously, that's why we are committed to working closely with housing providers to continually develop and improve our unique range of social value initiatives, helping them to create vibrant modern communities.

We are committed to putting social integrity and responsibility at the heart of our values.

Our aim is to deliver socially and environmentally responsible solutions which have a positive effect on people as they go about their daily lives.

We can offer our valued customers a comprehensive range of social value packages designed to meet your needs and support your residents and communities. This offer covers 4 large areas:

## DEVELOPING SKILLS

Working with partners to help people into employment or to develop new skills at our award winning Dulux Academy.

## PROMOTING WELLBEING

Working to deliver exterior improvement projects including providing exterior furniture for communal areas to facilitate enjoyment of local gardens and parks.

## SMARTER SPACES

Using our unique energy-saving solutions to improve comfort and room warm-up times; and providing paint packs which enable residents to decorate their homes.

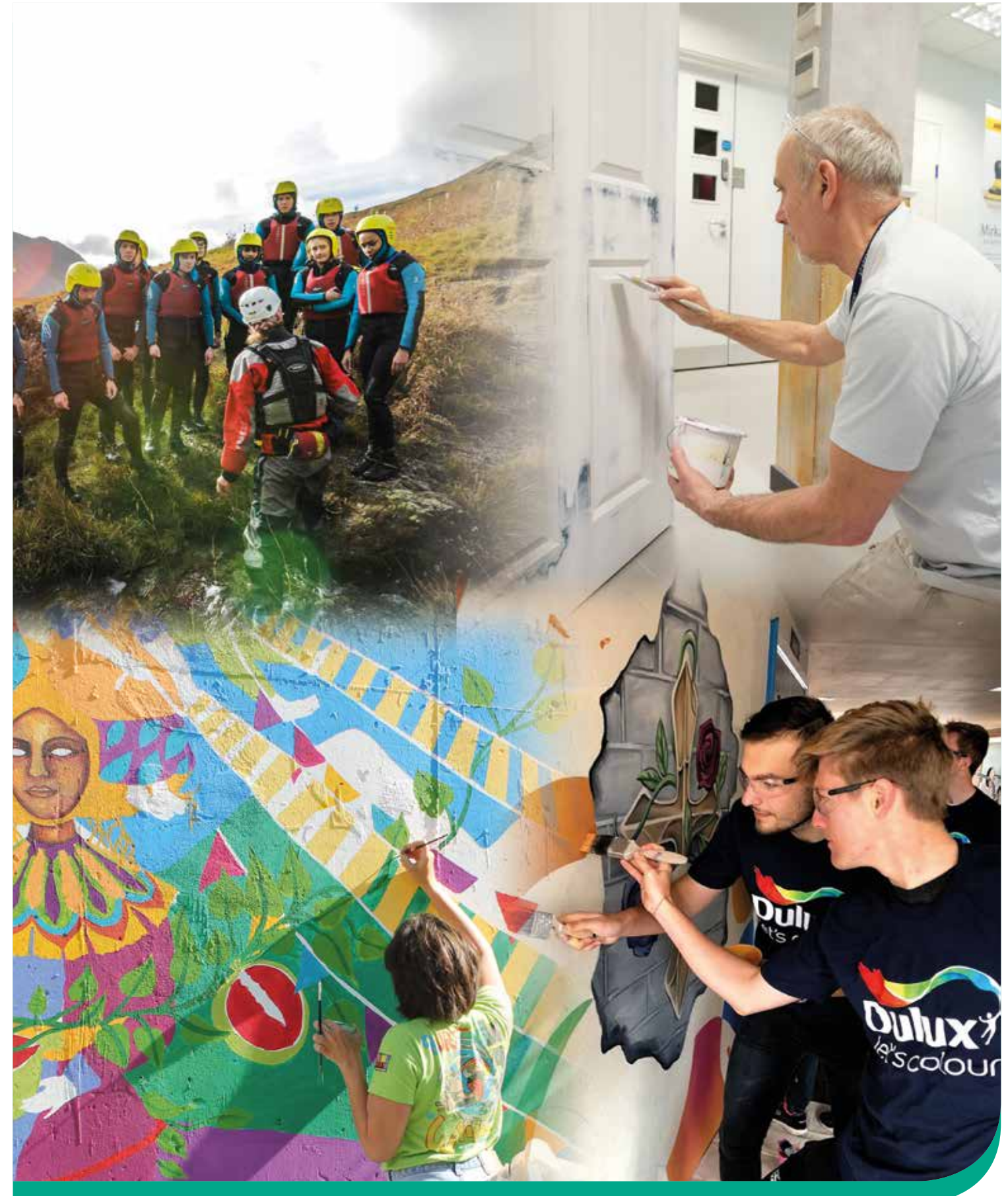
## COLOURING COMMUNITIES

Supporting community-led projects to improve communal buildings and bring new life to popular exterior spaces.



**Alistair McAuley**  
Managing Director,  
AkzoNobel Decorative Paints UK & Ireland

“ Here at AkzoNobel Decorative Paints UK & Ireland we want to play a positive role in creating a brighter, more sustainable future for our planet and our communities. We are committed to finding new possibilities of working in partnership with others to deliver innovative, high quality, sustainable solutions to our customers. We also remain committed to providing community projects to positively colour 1 million plus lives by 2020. Our expanded social value offer is another fantastic step towards this goal.”





# WHEN THE JOB CALLS FOR A TRULY HARD-WEARING SOLUTION

A key criterion of any project in the Social Housing sector, is ensuring real value is delivered across the job not just today, but ongoing.

Introducing the **Dulux Trade** Diamond range: hard-wearing products that have been specifically developed to last longer and look good for longer. Protecting against everyday wear such as scuffs and marking, they help to extend maintenance cycles and thereby lower costs and reduce environmental impact. Ask your AkzoNobel representative to demonstrate impact over 30 years using our new Lifecycle tool.

This range of water-based paints exceeds the longevity and performance characteristics of traditional paints, through the process of cleaning, replacing unnecessary redecoration. By helping to minimise disruption, the Diamond range contributes to residents' wellbeing as well as procurement, efficiency and sustainability targets.

## Minimising costs and day-to-day disruption with the **Dulux Trade** Diamond range

As a result of recent upgrades, the Diamond Matt and Eggshell are now 50 times more durable than standard trade emulsions, with enhanced protection against scrubs, scuffs and stains, to stand the test of daily wear and tear in high footfall areas.

### DIAMOND MATT

With its new, ultra-advanced formulation, **Dulux Trade** Diamond Matt delivers even greater durability and stain resistance. Available in a wide range of colours, it will wipe clean while maintaining its matt finish.

### DIAMOND EGGSHELL

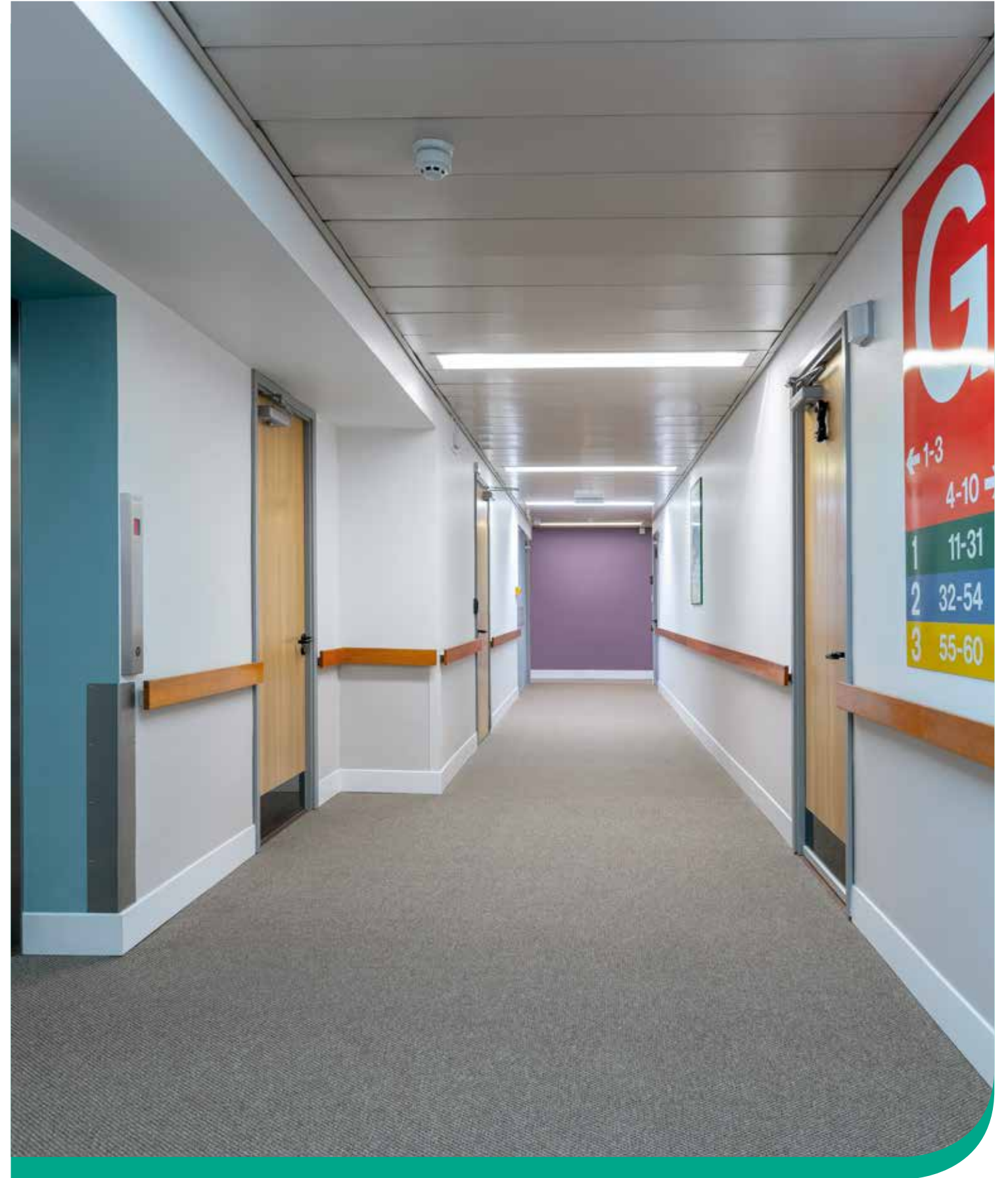
Quick-drying and low odour, **Dulux Trade** Diamond Eggshell is the ideal tough finish for interior walls in areas of higher moisture – now with active stain resistance.

### NEW DIAMOND SATINWOOD

**Dulux Trade** Diamond Satinwood delivers our highest quality finish on interior woodwork. Its new superior formulation gives it ultimate resilience in busy areas that require a tough long-lasting finish. And being water-based it has the added benefits of being low odour with a fast-drying time, meaning you can apply up to 2 coats in 1 day.

### Benefits

- Quick-drying water-based product
- Available in a range of finishes and colours
- Extend maintenance cycles for up to 7 years
- Reduces long-term maintenance costs





# MAKING THE FIRST IMPRESSION COUNT

Nothing transforms exteriors like a fresh coat of paint, and this applies equally to Social Housing.

Of course, the great British weather can play havoc with unprotected exterior masonry and woodwork, which is why **Dulux Trade** offer a range which can stand up to the elements and deliver outstanding protection as well as making a visual impact.

With a wide portfolio of durable products available, you can be sure that there is a solution for a multitude of exterior tasks. The Weathershield range offers superior performance, preserving buildings and reducing long-term costs on labour, scaffolding hire, and time out for building disruption.

## WEATHERSHIELD PROTECTION

The **Dulux Trade** Weathershield range of exterior coatings is all about protection from the elements, making sure building exteriors look good – and stay looking good – long into the future, making it the fitting choice for the Social Housing sector. Available in a wide range of colours.

## WEATHERSHIELD SMOOTH MASONRY

A quick-drying water-based exterior masonry paint providing a smooth finish and up to 15 years protection.

## WEATHERSHIELD EXTERIOR GLOSS

Used as a system, the High Gloss and Undercoat provide a quality high gloss finish for exterior window frames and doors, providing up to 8 years protection, meaning your wood stays looking better, for longer.

## WEATHERSHIELD QUICK DRY WOODSTAIN

Enhance the beauty of your unpainted wooden fixtures, protecting them without hiding them beneath a solid colour. The high-performance formula of water-based Quick Dry Woodstain preserves the natural appearance on exterior joinery and cladding for up to 10 years.

## METALSHIELD

A professional high gloss finish for metalwork such as garage doors, staircases and railings. Providing up to 8 years protection from water and rust, Metalshield keeps maintenance cycles at bay when used with a Metalshield primer.

## COLOUR

Selecting the correct colour for a project is key, that's why the **Dulux Trade** Weathershield range comes with a wide selection of colours. And for some projects AkzoNobel can even support with bespoke cards to help with tenant colour choice.





# THINKING SAFETY FIRST

Specifiers have a duty of care to put the safety of residents first. Multiple layers of paint can be a factor in the early and rapid spread of fire. The prime concern must therefore be to effectively address this risk wherever it exists.

**Dulux Trade Pyroshield** is a range of water-based, flame-retardant coatings; designed to upgrade multi-layered previously painted walls and ceilings helping to protect occupants by delaying the spread of flames.

**AkzoNobel are here to support on projects** - our trained technical support team are on hand to advise on process and products or arrange a site visit.

## RESISTING FLAMES

Multi-layered paint coatings on internal walls and ceilings are widely recognised as a hazard which can contribute to the early and rapid spread of fire.

**Dulux Trade Pyroshield** systems provide a reliable and cost-effective way to upgrade such surfaces and achieve Class 1 or Class 0 fire performance as required by Building Regulations.\*

Water-based Pyroshield reacts to fire by taking in oxygen, creating steam which cools the fire and starves it of oxygen. It also forms a layer of thermally stable char, a proven barrier between flammable paint layers and the flames.

Result: The spread of fire is delayed or stopped.

**For further information on Regulations or Classifications please contact our technical support team.**

## DULUX TRADE PYROSHIELD

- Upgrades multi-layered painted surfaces
- Tested in accordance with BS476: Parts 6 & 7
- Water-based and do not contain brominated compounds, lowering environmental impact should a fire occur
- Creates no noxious fumes during a fire, only steam
- Quick and easy to apply with minimal disruption (always follow manufacturer's instructions)



## DULUX TRADE PYROSHIELD DURABLE MATT

Easy to apply, water-based Pyroshield Durable Matt leaves a highly durable flame retardant finish that can be specified across interior walls and ceilings to upgrade classification from Class 3 to Class 0.

## DULUX TRADE PYROSHIELD DURABLE EGGSHELL

Suitable for high traffic areas such as corridors and atriums with excellent scuff and stain resistance. Pyroshield Durable Eggshell deters the spread of flames and is proven to upgrade moderate risk class 3 to class 0.

\*When applied in accordance with manufacturers instructions.

It is essential to assess the type of surface and its condition before using a Pyroshield system.\*\*

## CHECK ADHESION

If adhesion is sound in a multi-layered painted surface, the appropriate Pyroshield system can be applied. This will upgrade the classification of the treated walls and ceilings. However, if blistering and flaking are evident in the surface, adhesion is likely to be poor. Remove all paint layers in this case.

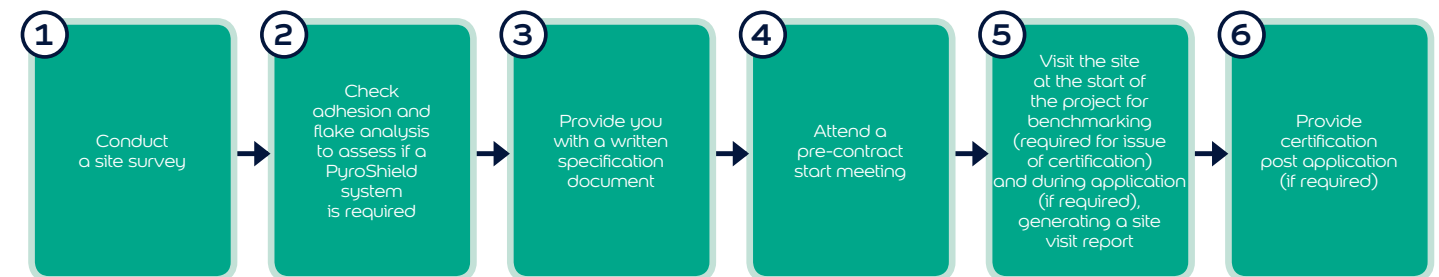
## RATE THE SUBSTRATE

When you know the history of a surface in terms of the coatings on it, and you can be confident that conventional painting won't compromise the required Class 1 or Class 0 surface rating, there may be no need to use a range such as Pyroshield. The same is true for new or unpainted surfaces. Please ask for more information if required.

## FLAKE TESTING

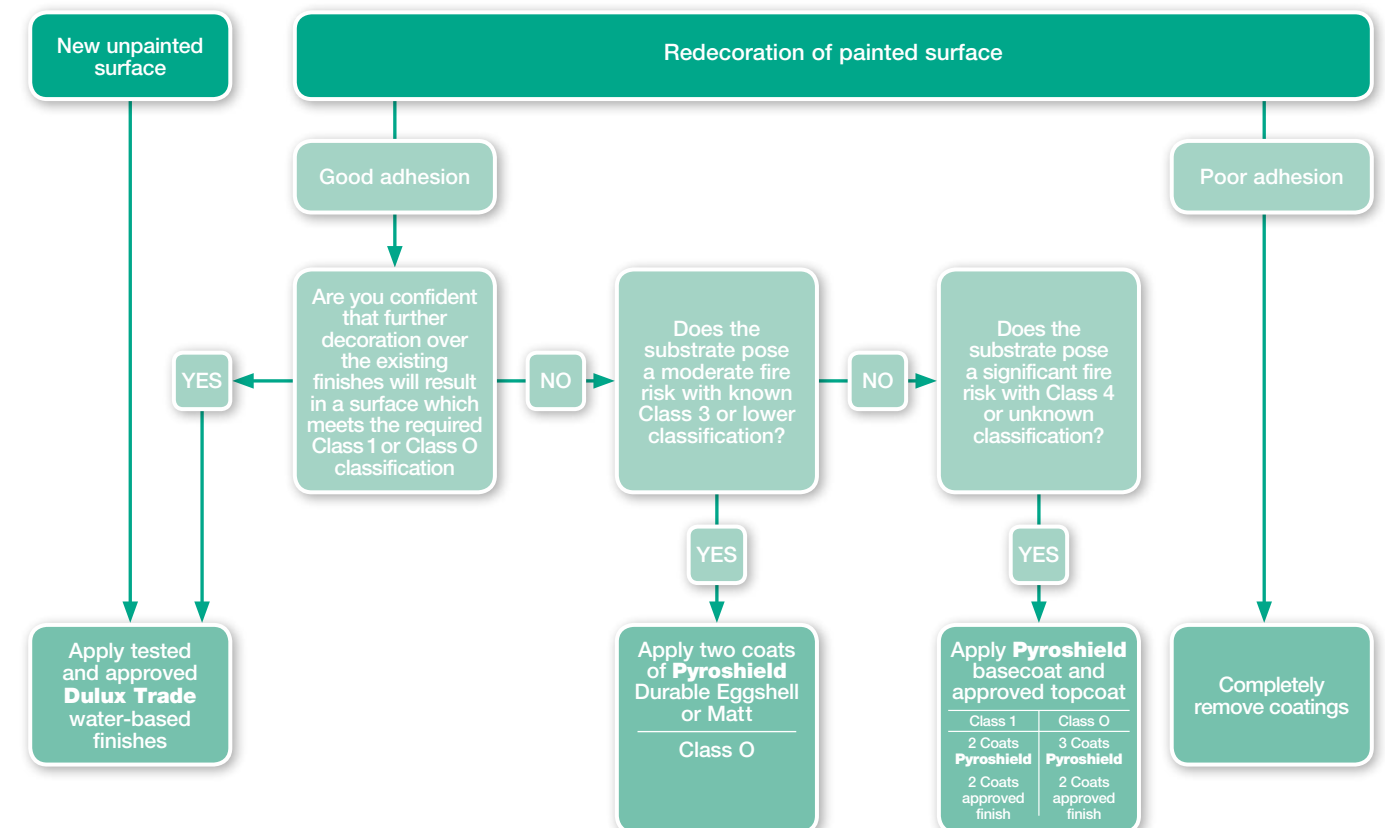
In addition to adhesion testing, it is also recommended to carry out analysis on flake samples of paint to assess: combustibility, the number and thickness of the paint coats, and the presence of anti-graffiti coatings or any intercoat delamination. Pyrolysis tests are also carried out to assess the combustibility of the paint coats and smoke emissions. The flake sample is then given a fire rating assessment.

## HOW AKZONOBEL CAN HELP



## FIRE SAFETY COATINGS SELECTION STRATEGY

Analysis of surfaces to be fire upgraded should follow these guidelines: \*\*



\*\*If you are unsure of its condition, **Dulux Trade** can have surface samples assessed by independent experts. Contact your AkzoNobel representative to arrange this.

# PLUS RANGE - NEW SOLUTIONS FOR ENERGY SAVING

## Combating heat loss through solid walls

In the UK, nearly a third of homes are of solid wall construction, and only a very small percentage have any form of wall insulation. Without adequate insulation homeowners and businesses lose up to 45% of valuable heat through their walls, leading to unnecessary energy use and less comfortable living environments. With mounting CO<sub>2</sub> reduction targets and rising energy prices, there's urgent need for effective and sustainable insulating solutions.

Especially developed to enhance building efficiency the all-new **Dulux Trade Plus** products are innovative coatings with revolutionary benefits. Independently **BBA** certified and **BRE** tested, this range is proven to create spaces that are not only beautiful, but also more comfortable and energy efficient.

### DELIVERING PERFORMANCE INSIDE AND OUT

#### For internal use

**Dulux Trade Plus ThermaCoat** is a three-part complete internal coating system which is easily applied with minimal disruption.

When fully dry, **Dulux Trade Plus ThermaCoat** is proven to have a thermal conductivity of just 0.05 w/mk, reducing heat lost through solid walls by up to 18%\*\*. It also helps reduce the risk of surface wall condensation and significantly reduces room warm-up times.

#### For external use

**Dulux Trade Plus SmartShield** is a fast spray application coating which dries in under 2 hours and effectively repels rain water for up to 10 years.

Creating an invisible layer, its revolutionary formula works by preventing water from penetrating wall surfaces, while remaining breathable† for latent moisture to escape.

This protective coating helps to keep external walls dry, improving the U-value of the brick and reducing heat loss, while minimising damage caused by rain and freeze/thaw cycles.

The **Dulux Trade Plus** range helps us all work towards a sustainable future, creating spaces with greater energy efficiency and added comfort.

To find out more on how they can help you to meet sustainability targets and improve living conditions for residents and building occupants, or to organise training on applying Plus products, get in touch with your AkzoNobel representative, visit the **Dulux Trade** website or call our Technical Advice Centre.



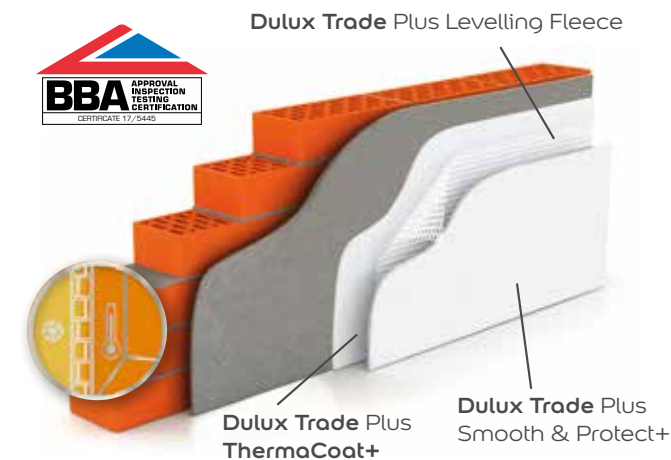
\*Estimated 11.1 per cent of UK live in Fuel Poverty (2.55 million households) – Annual Fuel Poverty Statistics Report 2018, National Statistics, www.gov.uk

\*\*BRE laboratory tests in a matched pair of test cells with wall U-values equivalent to a standard solid brick wall (220 mm) showed that a 5.5 mm coating of Dulux Trade Plus ThermaCoat+ system would reduce the heat loss through the walls by approximately 18%. Report number: P102840-1001 Issue 1.

† **Dulux Trade Plus SmartShield+** allows moisture contained within a wall to leave in the form of water vapour. Compared to untreated substrates.

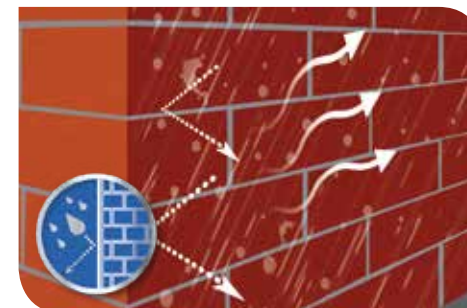
## Dulux Trade plus thermacoat+ system application

- Part 1: A basecoat with insulating properties is applied
- Part 2: A high quality fibreglass fleece is used to level and smooth the basecoat - **Dulux Trade Plus Levelling Fleece**.
- Part 3: The **Dulux Trade Plus Smooth and Protect** midcoat is applied
- Once complete, the process leaves a professional finish which is ready for painting



## Dulux Trade plus smartshield+ application spray;

- Step 1: Carefully decant into spray equipment & find the correct pressure following the spray manufacturer's instructions. The product is ready to use. Do not dilute.
- Step 2: Methodically spray the product from the bottom of a surface up to the top and apply until substrate is fully saturated and sags or runs of 10-20cm appear. For very porous substrates apply 2 or 3 coats, leaving 30 minutes between coats.
- Step 3: Within 1-2 hours the treated wall will be touch dry and shower resistant. After use, remove as much product as possible from all application tools/equipment before cleaning thoroughly with water.



Dulux Trade Plus SmartShield+





# THE IMPACT OF COLOUR

The impact of colour can be more than just aesthetic. It can influence how residents and visitors feel about a building and its surroundings, and consequently how the space is treated.

Used correctly, colour can not only help vulnerable residents feel more at home but also safer (see page 18).

It is worth taking a little time to choose the right colours for a project be it inside or out; and **Dulux Trade** have tools and experts which can help. Talk to your AkzoNobel contact to find out more.

## General Considerations

- Who lives in or uses the building?
- Age and style of building?
- How will the areas to be decorated be used?
- How much natural light is there?
  - Where there is poor lighting using paler colours can be helpful
- What colour are any existing fixtures and fittings?

## External Colour Considerations

- Where is the building situated, what surrounds it and how will this building fit in?
- What shade of brick or wood, if any, is used on the building?
- Are there restrictions or local traditions that might influence colour choice, for example:
  - Pastels and fresher colours are more commonly found in coastal areas
  - In a heritage area cream or other traditional colours may be more appropriate
- As a general recommendation, use no more than 3 colours: one for doors, one for wide expanse of masonry and one for picking out features



## Colour Schemer Digital Guide

A straightforward tool to inspire professionals to create their own colour schemes and specifications for projects across a variety of sectors.

Colour Schemer from **Dulux Trade** offers building owners and managers ready-made colour schemes. Simply choose your sector, select a start colour and within a couple of clicks **Dulux Trade** Colour Schemer will offer you professionally designed moodboards for your space. You can even customise them to add your own logo and project names for that personal touch to share with your residents, tenants or occupants.

[specifier.duluxtradepaintexpert.co.uk/](http://specifier.duluxtradepaintexpert.co.uk/)



## Weathershield Colour Guide

The **Dulux Trade** Weathershield Professional Colour Card contains the essential range of exterior colours handpicked by **Dulux Trade** colour experts. The colour range combines the most contemporary colours with some popular favourites, each of which is backed by the reputation and performance guarantees of the Weathershield product range.





# MORE CONSIDERED AND CONSIDERATE ENVIRONMENTS FOR EVERY RESIDENT

**AkzoNobel**, (ICI Paints) were part of the original research in to the use of colour to support those with visual impairments; and we have continued to ensure we have a deep understanding of the Equality Act Guidelines, so we can offer critical support to those seeking to make buildings accessible and easier to navigate. With our unrivalled understanding of colour we can provide guidance that will lead to well-chosen schemes that contribute to an environment where all occupants feel comfortable and at ease.

Of increasing relevance to the Social Housing sector is design to support those living with dementia. There is now a great deal of research that shows that this group too can be helped by the careful and imaginative use of colour.

At **Dulux Trade**, we have created key evidence-based design principles to help specifiers and the contractors they work with create environments which optimise occupant wellbeing.

## 1 COLOUR AND CONTRAST

Within a care home, critical surfaces (walls, floors and doors) should be clearly defined through the use of colour and contrast. The recommendation is a minimum of a 30 points difference in Light Reflectance Value (LRV).

## 2 WAY-FINDING, NAVIGATION AND PERSONALISATION

Colour can be used effectively to create zones and highlight or disguise areas, as appropriate for residents or staff only use.

Where you want to discourage resident access, reduce the contrast between the walls and door. Other doors should have enough contrast to be easily identified by all users; and the entrance to a resident's private living space should ideally be personalised with something relevant and recognisable.

Coloured feature walls aid way-finding, add interest and provide a frame for signage. Shapes, symbols and landmark objects on walls can also help direct to communal areas.

## 3 FINISH

All surfaces should be as flat (non-reflective) as possible, as gloss produces glare and light bounce, which may hinder residents, particularly those with visual impairments.

**Dulux Trade** Diamond Matt and Eggshell products are ideal, highly durable, low sheen products to use on walls, with **Dulux Trade** Diamond Satinwood on interior doors and trim.

## 4 DIALOGUE

Carers, friends, family and residents should be consulted to help create environments where people can thrive and feel valued – elevating their self-esteem and confidence.

**For further information or advice please talk to your AkzoNobel sales contact.**



## CURATED COLOUR PALETTE

These soothing shades have been selected based on evidence based design principles. Remember the LRV is the two digit number in the middle of the Dulux colour notation.

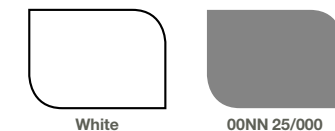
### FEATURE WALLS



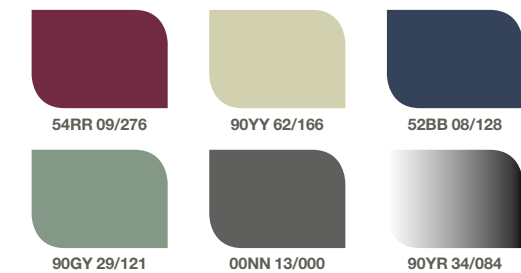
### FEATURE COLOURS



### TRIM



### DOOR



If the flooring or doors have a high LRV, you can create contrast by using a darker trim. This will help highlight the size of the room and frame door ways.

We have produced product colours as accurately as printing will allow. Unfortunately we cannot guarantee an exact colour match, and the colours contained in this guide should not be relied on as such.





# NEW HOUSING & DEVELOPMENTS

New developments, whether building additional Social Housing, high rise residential, private homes for re-sale or new commercial units are an increasing part of this sector. We have a dedicated team of Project Managers who can support new developments and provide a range of specifications and technical information.

The specifics for new build projects may vary; but in all cases the need is for truly 'fit-for-purpose' product: Whether painting new plaster or plasterboard, doors or skirting, AkzoNobel offers a range of products to meet those needs; leaving a finish that residents will appreciate for a house they are proud to call home.

## DULUX TRADE DRYWALL PRIMER SEALER

Drywall Primer Sealer is a high quality, water-based wall paint primer sealer developed to help even out surface porosity on drywall and promote a good finish and high opacity. It is suitable for all interior drywall and ceiling surfaces and binds and seals powdery surfaces.

## DULUX TRADE SUPERMATT

This is an economical, high-opacity matt emulsion which gives excellent coverage and application. It's suitable for all interior wall and ceiling surfaces, especially new, still-drying plaster – making it ideal for new build developers with tight deadlines and even tighter budgets. Available in over 50 colours.

## DULUX TRADE QUICK DRY GLOSS

This recently upgraded advanced water-based formula provides an excellent gloss finish that is durable and less prone to yellowing than the average solvent based product and as the name suggests it has a fast drying time – it's ready to recoat in 6 hours – so you can meet tight timelines and your contractors will spend less time on site.







## DULUX TRADE VINYL MATT

The newest **Dulux Trade** Vinyl Matt uses the latest waterbased technology to offer an even better finish. With its improved application properties it provides excellent opacity, and dries quickly on wall and ceiling surfaces such as woodchip, dry plaster and a range of building boards.





TECHNICAL INFORMATION

PRODUCT	Coverage (approx per litre)	Recoat (Hours)	Suitable for	VOC Content	Key Benefits	Application Method
Dulux Trade Diamond Matt	Up to 16m²/L	4-6	Corridors, stairs & public areas	Low	Durable, washable & Stain Resistant	   
Dulux Trade Diamond Eggshell	Up to 16m²/L	4-6	Kitchens, bathrooms, high humidity spaces	Low	Durable, washable, moisture & Stain Resistant	   
Dulux Trade Vinyl Matt	Up to 17m²/L	2-4	Bedrooms, lounges	Low	Excellent opacity & finish	   
Dulux Trade Supermatt	Up to 18m²/L	2-4	Interior walls & ceilings, new plaster	Low	Economical excellent coverage and application	   
Dulux Trade Quick Dry Gloss	Up to 12m²/L	6	All trim	Low	Quick drying, non-yellowing, high-sheen finish	   
Dulux Trade Quick Dry Undercoat	Up to 10m²/L	4-5	All trim	Medium	Quick drying, excellent opacity and coverage	   
Dulux Trade Quick Dry Satinwood	Up to 12m²/L	6	All trim	Medium	Quick drying, smooth, durable, satin finish	   
Dulux Trade Diamond Satinwood	Up to 12m²/L	1-2	All trim	Medium	Tough & Durable satin finish	   
Weathershield Smooth Masonry	Up to 16m²/L	2-4	Exterior Masonry	Low	Up to 15 years protection	   
Weathershield Exterior High Gloss	Up to 18m²/L	16-24	Exterior joinery, smooth planned wood	High	Up to 8 years protection	
Metalshield Gloss	Up to 13m²/L	4-6	Interior and exterior metal joinery	High	Up to 8 years protection	 
Weathershield Quick Dry Woodstain	Up to 20m²/L	2	Exterior joinery & cladding	Low	Up to 10 years protection	
Dry Wall Primer Sealer	Up to 15m²/L	2-4	Interior drywall and ceilings	Minimal	Evens drywall porosity, seals powdery surfaces	
Dulux Trade Smartshield Plus	Up to 2m²/L	30 mins	Exterior brick, stone & cement	Minimal	Waterproofing, helps reduce heat loss for up to 10 years	
Dulux Trade Thermacoat Plus	3 par system	n/a	Interior walls, single skin buildings	Minimal	Paintable system, cuts heat loss through solid walls	Training available via the Dulux Academy



EXCEPTIONAL SUPPORT AND DIGITAL TOOLS

With the latest online specification tools, partnerships with our expert representatives, the ultimate app created especially for specifiers and a commercial design service; you can be confident about achieving the right result on every project.

DULUX TRADE PAINT SPECIFICATION CREATOR

Experience the next generation of paint and woodcare specification with **Paint Specification Creator**. Use simple filters to find the right **Dulux Trade** paint for your project and let the technology add the relevant clauses, creating a professional document for tender every time.

Visit [paintspecificationcreator.co.uk](https://paintspecificationcreator.co.uk) now



DULUX TRADE CONTRACT PARTNERSHIP

**Dulux Trade Contract Partnership** is an exclusive membership scheme of independently assessed, quality assured painting contractors. Members are committed to demonstrating industry leading sustainability best practice and are well placed in helping clients meet their specific environmental, social and economic objectives.

Visit [contractpartnership.co.uk](https://contractpartnership.co.uk) to find your perfect partner



DULUX TRADE PAINT EXPERT FOR SPECIFIERS APP

As well as being a great colour tool, the **Dulux Trade App for Specifiers** lets you view our full range of products or filter them to find the most appropriate choices for your projects; with the additional benefit of being able to quickly download the datasheets as needed. This handy app also gives you access to the Paint Specification Creator and the Contract Partner listings on the go.

**Download FREE** for iOS and Android now.







## PROVIDING ALL THE SUPPORT YOU NEED

### Site Surveys

**AkzoNobel** representatives can carry out a full site inspection. This will include assessment of the current condition of surface coatings, help with identification of difficult substrates and advice on extending maintenance cycles.

### Specification Writing

**Dulux Trade** offers full specification support tailored to your individual requirements. This will ensure that correct preparation is highlighted and the products specified are the most appropriate for the location, environment and substrate type. BIM objects of AkzoNobel products can be found on the Dulux Trade website or via the NBS portal.

### Contract Meetings

**AkzoNobel** representatives can attend pre-contract, project review and post-contract assessment meetings, ensuring collaboration and clear communication from concept to completion.

### Site Visits

During the course of the work, if required, site visits can be made to ensure that work is being carried out correctly and in accordance to the specification.

To discuss further the specifics of your project and how **Dulux Trade** can help you, contact your local **AkzoNobel** representatives or email us at [duluxtrade.advice@akzonobel.com](mailto:duluxtrade.advice@akzonobel.com)

### Interact with Dulux Trade



### Contact Us

For product/Health and Safety data sheets please visit our website [duluxtrade.co.uk/housing](http://duluxtrade.co.uk/housing)

For more information or technical advice please contact **Dulux Trade** Technical Advice Centre on **0333 222 70 70**

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### Report to Project Owners

A critical element of any project is minimising down time. Knowing the status of the work in progress and thus keeping control of events is equally important.

The **AkzoNobel** representatives will ensure that Property Managers are kept closely informed about the status of all work in progress.

### Colour Service

For larger painting projects, we can offer **Dulux Trade** Commercial Colour Consultants who provide help and advice on colour.

### Health and Safety

We can help and advise on Health and Safety issues relevant to the use of **Dulux Trade** products.

### Waste Management

Waste from completed work can be disposed of safely and quickly with our wash systems and recycling services.

**Dulux Trade** customer service team can advise on the best solution for your needs.