



Press Release
August 24th 2012

Crown Paints' New Ad Paints a Powerful Picture of Expression

Crown Paints is to launch a new, high-profile TV advertising campaign, showing viewers how they can express their style and personality through colour.

The UK manufacturer is back on TV screens again this summer, after the success of last year's 'Walls Come To life' campaign.

Using Computer Generated Imagery (CGI), this latest advert shows how colours from Crown Paints can be used to create effect to bring to life personality and expression.

It extends Crown Paints' "It's not just paint, it's personal" theme by showing viewers how their own personality can be reflected in colour choice – and how a room's personality can be affected by colour.



"Are you sexy? Passionate? Quirky? Cheeky? Or just wild?" viewers are asked.

"Whatever your personality," they are told, "Crown can bring it out."

The advert will run between 23 August and 18 September, and will be seen by millions of people during peak time slots on channels including ITV, Channel 4 and Sky.

It heralds Crown Paints' continued leadership in colour forecasting. The company has a dedicated Colour Service for specification clients, which is designed to bring to life projects and share the company's expertise.



Liz Hickson, Marketing Director of Crown Paints (pictured), said: "The new advert features a mix of vibrant colours and inspirational ideas.

"We are sure it will inspire designers and architects and others among the specification sector to think about how our paint can be used to make a statement – and give a unique personality to commercial and residential areas.

"While colour is a personal choice, professional help can pay dividends and Crown Paints' Colour Service can help signpost clients to certain ideas and concepts and help them make informed choices."

Within the specification sector, Crown Paints' range includes Crown Trade, Sandtex Trade and Sadolin, all premium systems combining high technology formulations and a choice of inspirational colour, with a quality finish.

Specifiers can also enhance their selection of premium products with a powerful new online resource launched by Crown Paints, PaintSpec Finder™.



Available at www.crownpaintspec.co.uk the facility delivers instant and technically-detailed specification plans for exterior and interior projects, through a user-friendly format that allows the user to filter through a great deal of technical information to pinpoint exactly what products they need for their chosen projects.

PaintSpec Finder™ then pulls together the specifications into a report, with a personalised cover sheet.

For more details please contact Crown Paints' Customer Relations Team by calling 0845 389 9583, emailing info@crownpaintspec.co.uk or visit the website at www.crowntrade.co.uk

Ends