



Press Release
December 22nd 2015

Videos show Sandtex Trade 365 virtues

Specifiers wanting to keep exterior projects going through the colder months can get the inside track on Sandtex Trade 365 All Weather Masonry Paint in a series of short videos on the product.

Specially formulated for use in adverse weather conditions and featuring high performance Pliolite® Resin to combat difficult weather conditions, Sandtex Trade 365 allows work to extend later into the UK's traditional decorating season.

It can be applied at temperatures as low as -10°C, giving specifiers the option of selecting a product that can be applied outdoors later than they might usually expect. Sandtex Trade 365 is also rain-resistant in 20 minutes, so can be used when there is a threat of showers.



As well as exceptional performance in poorer weather conditions, Sandtex Trade 365 also offers 15 years' proven durability, with exceptional adhesion providing a long-lasting finish which has been independently certified by the British Board of Agrément.

This offers specifiers the benefits of a reduced maintenance cycle, delivering greater value for money and supporting sustainability initiatives.

The most recent video shows how, when South Lakes Housing Association refurbished 276 properties in the depth of the Cumbrian winter, Sandtex Trade 365 All Weather Masonry Paint helped keep work on schedule.

The majority of the work at the Kirkbarrow Estate in Kendal started in November 2014 and finished in late Summer 2015 – with Sandtex Trade 365 being applied throughout winter, spring and summer.

Another video, filmed at Cottons Hotel and Spa, also gives an insight into using the product out of the traditional exterior season.

Sharon Smith, Sandtex Trade Brand Manager said: "These videos enable specifiers to find out why Sandtex Trade 365 offers a trusted solution to keep exterior projects on track in colder weather.

"Over the years the product has gone from strength to strength in the marketplace and is gaining an excellent reputation for delivering a quality, protective finish that stands the test of time."



The video produced about the Kirkbarrow Estate project can be viewed at <https://www.youtube.com/watch?v=X4K-nVSWutA> Cottons Hotel and Spa can be viewed at <https://www.youtube.com/watch?v=2G-eizsgOOI>

For more details about Crown Paints' Specification service please contact the Crown Paints' Specification Team by calling 0330 0240310, email info@crownpaintspec.co.uk or visit the specification website at www.crownpaintspec.co.uk Alternatively, please visit www.sandtextrade.co.uk

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