



Press Release
September 13th 2012

Crown Paints' Commitment to Training New Talent Spans Three Decades

Crown Paints is marking more than 30 years continuous investment in the tradespeople of the future in 2012 with its own apprentice contest – which searches for the UK's most talented painting and decorating newcomers.

For the 34th year, the UK paint manufacturer is running its annual Crown Trade Apprentice Decorator of the Year (ADY) contest.

The final of the ADY 2012 competition will draw to a conclusion on Friday (September 14) at Preston College. The finale marks the end of three days' activity, where apprentices are put through a demanding programme to test standards of workmanship.

The winner will secure the prestigious Crown Trade Apprentice Decorator of the Year title and a cash prize of £1,000.

The decorating final will take place alongside nine other construction-related skills contests, such as bricklaying, stonemasonry and wall and floor tiling as part of the SkillBuild programme.

Depending on their ages, the most promising contestants in this year's SkillBuild could be asked to compete in the major global skills contest WorldSkills 2013, taking place in Leipzig, Germany, or WorldSkills 2015 in Sao Paulo, Brazil. Crown Paints was a sponsor of WorldSkills 2011, which was held in London.



Later this year, Crown will also sponsor a major training event, The Skills Show, which will take place in November at the NEC Birmingham. Organised by WorldSkills UK, this is the country's biggest skills and careers event and Crown Trade is Senior Competition Sponsor for painting and decorating.

Debbie Orr, Senior Brand Manager for Crown Paints, said: "In our 34 years of sponsoring skills competitions we have helped to nurture the talents of literally thousands of up-and-coming decorators at a regional and national level. Last year we took this to a global level, through our sponsorship of WorldSkills London 2011.

"As market leaders, we believe we have an absolute responsibility to encourage new blood into the industry. By sponsoring high profile competitions and offering attractive rewards, we are providing real incentives for those newcomers to work hard, to focus on key techniques and also to develop the all-important time and project management skills needed by today's employers."

Website: www.crowntrade.co.uk

Ends

About Crown Paints

Crown Paints has been making paint for over 200 years. Crown Paints Limited is the Holder of the Royal Warrant by Appointment to Her Majesty the Queen, as Manufacturer of Paints.



Over 1300 employees work for the company, which is based in Darwen in Lancashire, with manufacturing sites in Hull and Darwen, and distribution sites in Hull, Darwen and Dublin, operating to an ISO 9001 accredited quality management system.

The company has a network of 133 Crown Decorating Centres throughout the UK and Ireland. Crown Paints serves every sector of the decorative coatings market, promoting its market-leading paint and woodcare brands – Crown Paints, Crown Trade, Sandtex, Sandtex Trade Sadolin, Macpherson and Berger – to consumer and professional audiences, as well as key export markets.

Crown Paints is committed to delivering its sustainability targets and its work in this field has been recognised at several regional and national awards. The company is also able to measure the carbon footprint of all of its products and has met its targets of achieving zero waste to landfill.

Crown Paints is owned by Hempel, a leader in the production and sales of protective coatings within the decorative, protective, marine, container and yacht market segments, employing over 5,000 people in more than 80 countries.