



Press Release
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Crown Paints Highlights Sustainable Smart Maintenance Offer at CIH Housing Event

Crown Paints demonstrated how its Sustainable Smart Maintenance programme provides an innovative, best value approach to cyclical maintenance at the CIH Housing 2012 in Manchester.

Visitors to Crown Paints' stand were able to find out how the programme optimises budgets and extends maintenance cycles, through the development of site-specific programmes for social housing clients.

Implemented through careful site surveys, the process then leads to detailed specifications, which take into account all variables to which the assessed area is subject.

Externally, these can include physical location and factors relative to prevailing wind, rain and sunlight, the condition of the substrate, standard of previous decoration and subsequent maintenance regimes.

Internal factors focus on what individual spaces are used for – including traffic levels and aesthetic considerations.

The end result is a bespoke solution, geared up to the exact needs of the individual environment, supported with a recommended schedule for cyclical redecoration.

Vernon Kinrade, Specification Sector Support Manager at Crown Paints, said: "The programme streamlines asset management programmes and enables maintenance budgets to be optimised, with intervals between applications extended by the carefully tailored specification of Crown Paints' products – based on site surveys and an analysis of the environment.

"This personal approach – overseen by Crown Paints' specification team – ensures paints are specified which represent Best Value.

"As well as reducing whole life costs, Sustainable Smart Maintenance also reduces environmental impact by driving forward reductions in the amount of paint needed in the long-term, through extended maintenance cycles.

"The durability of Crown Paints' products also helps specifiers meet environmental targets, providing sustainable solutions, without any compromise on quality."

Last year, Crown Paints analysed the carbon footprint of every product it makes – a groundbreaking approach for the industry – and it intends to achieve a 10 per cent decrease in greenhouse gas emissions by 2015, and a 25 per cent decrease by 2020.

Crown Paints also exhibited its latest initiative, PaintSpec Finder™, which generates tailor-made, accurate and technically detailed specifications in an accessible format, regardless of the complexity or size of the project. PaintSpec Finder™, which features trade products from the Crown Paints' family including Crown Trade, Sadolin and Sandtex Trade brands, is free to access at www.crownpaintspec.co.uk

Using an intuitive and user-friendly interface, it can filter through technical information to pinpoint exactly what specifiers need for their schemes.



For more details contact the Crown Paints' Customer Relations Team by calling 0845 389 9583 or email info@crownpaintspec.co.uk

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