



Press Release
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Safety and style prove perfect partners for community housing collaboration

A community housing complex has received an extensive makeover with safety and style as key priorities, thanks to a collaboration between Crown Paints' colour experts and residents.

The calming and muted colour palette of flame-retardant Crown Trade Timonox paints has transformed Coast and Country Housing's Raithwaite House complex in Guisborough, East Cleveland.

The complex of 38 one-bedroomed flats is home to residents ranging from 55 to 90-years-old and the collaboration ensured tenants were involved at every stage of the renovation project.

Crown Paints' Specification Manager Dan Anderson explained: "For Coast and Country the priorities were clearly to ensure a safe environment for residents but one which did not compromise on style.

"Our colour specialist Jemma Saunders from Crown Paints' Colour Services team worked with the residents to find the ideal bespoke solution – creating a number of modern colour palettes to choose from, using our flame retardant coating Crown Trade Timonox.



"The residents opted for a colour scheme featuring fawn and yellow feature walls and the project has had a transformational effect."

Applied on the walls and ceilings of corridors, stairwells and other communal areas that form part of a circulation area or fire escape route, Crown Trade Timonox can help provide additional time for a building to be safely evacuated.



It works by limiting the oxygen around the flames through the release of non-combustible gases, and by using a formulation that provides a barrier to the flammable paint layers beneath.

Dan added: "Jemma took into account not only the safety aspects but also ensured the colours complied with the Equality Act, creating visual contrast to highlight separate zones and objects within a space to help the visually impaired."

As well as Crown Trade Timonox flame retardant coatings, Crown Trade Full Gloss and undercoat were also used on the project.

Coast and Country's site manager at Raithwaite House, Brian Hughes, specified Crown Paints as part of a major refurbishment, which included new fire alarms, smoke alarms and wiring.



Brian said: "The works presented the opportunity to update the decades-old décor.

"The paint products had to be flame retardant but we really wanted the colour scheme to be attractive for the residents too."

Diane Kemp, Residents' Liaison Officer added: "The residents loved being involved. Crown provided four or five different colourway options and everyone went with the majority vote.

"The experience of working with Crown Paints was excellent and now when residents' friends and family visit they say what a nice place it is."

Resident Mrs Doreen Ash, aged 84, has lived at Raithwaite House for 20 years and added: "The peach walls and green floor looked a bit dated and I think it's lovely now – very nice and bright. We all enjoyed having a say in what the new colours would be."

More information on Crown Paints' products and services can be found at the dedicated website for specifiers www.crownpaintspec.co.uk

Developed to make the selection of products and services more effective and easier than ever – the site pulls together a raft of online tools and detailed information in a clear and concise format, to underpin a more selective, sustainable and speedier specification process.

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

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