



**Press Release**  
**15<sup>th</sup> December 2010**

## **Dulux Trade Woodcare Provides Ultimate Protection**

***As an estate management company, Cambridge Property Management provides planned maintenance for projects of all scales across an extensive property portfolio. For its recent project at Brooklands Court, Cambridge, the company turned to the woodcare experts at Dulux Trade.***

Brooklands Court comprises three residential blocks, as well as a selection of bungalows, which were due for routine maintenance work. Having surveyed the site, Cambridge Property Management decided to refresh all woodwork, including windows, front doors and panelling.

Jeremy Wager, managing director at Cambridge Property Management, commented: "The timber at Brooklands Court was in a good condition – the previous opaque and semi-transparent coatings had lasted very well. Our primary concern was to secure a finish that would be durable and long lasting, in order to maintain the quality of the current woodwork. With this in mind, we specified Dulux Trade Weathershield Ultimate Opaque and Weathershield Ultimate Woodstain."



Dulux Trade Weathershield Ultimate Opaque delivers superior exterior coverage which can extend maintenance cycles to up to 10 years. Its high performance satin finish provides excellent water repellence, and is resistant to cracking, flaking and blistering. Ideally suited for exterior joinery, cladding and doors, it is available in 600 colours. At Brooklands Court, the opaque coating was applied to the windows and the ends of the eaves, as well as the wooden panelling around the bungalows.

For the front doors of the blocks and bungalows, Dulux Trade Weathershield Ultimate Woodstain was used to help enhance the aesthetic of the timber. Available in 21 natural wood shades, the product can be used on softwood and hardwood to provide up to 10 years' protection.



"The wide selection of colours meant we were able to use a combination of shades to enhance the visual appeal of the development, while making the most of the natural appearance of the timber. The products have surpassed our expectations – delivering crucial protection for all of the timber with a quality finish – and we're confident they will outperform the previous applications. We've also received positive feedback from the residents which is also an important consideration for any residential project."

For more information about Dulux Trade woodcare, visit [www.icipaints.co.uk](http://www.icipaints.co.uk)

**Ends**

### **Notes to editors:**

ICI Paints AkzoNobel is the world's leading decorative coatings company and number one in the world for decorative paints and



performance coatings. Its portfolio includes market-leading brands such as Cuprinol Trade, Dulux Trade, Glidden Trade, Hammerite, Polycell Trade, and Sikkens.

ICI Paints AkzoNobel is continuously working to develop new and differentiated products and services to meet customer needs, and is the leader in environmental sustainability. Experts in colour with an unrivalled colour range, the company ultimately offers specifiers, contractors and decorators the support they need to do a great job.

The company's leadership in formulation science, combined with its commitment to improve the environmental footprint of its products throughout their life cycles is the perfect combination for the journey 'Step Towards Greener'. Although decorative coatings contribute less than two per cent of the total amount of VOCs emitted in the UK, ICI Paints AkzoNobel is at the forefront of implementing the new regulations regarding VOCs which came into force on 1<sup>st</sup> January 2010.