



Press Release
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Glidden Trade Provides the Remedy for Hospital Conversion

Originally constructed in the 1850s, Warley Hospital in Brentwood, Essex, was used for patient care until 1998. It has undergone a major renovation project which saw it converted into 235 residential apartments and mews houses.

Due for final completion in 2012, the grand architectural design of the period building is already attracting both first time and experienced homebuyers to the first phase of apartments that have been put on the market.

In order to secure a high quality interior finish for the apartments, City & Country – the property developer responsible for the project – hired Colchester-based painting contractor, JCH Contracts. By specifying Glidden Trade paints, JCH Contracts was able to provide a competitive quote and this, combined with its Dulux Trade Contract Partnership status, means that City & Country can be confident the company will deliver a professional paint job.



John Havell, owner of JCH Contracts, explains that when the building was first surveyed, it was clear that extensive preparatory work would be needed prior to the painting work starting: "The existing paintwork, for example, is flaking throughout the property, including the ceilings and windows. To make sure we are able to achieve the desired finish, we have specified two products from the Glidden Trade range: Vinyl Matt and Contract Matt.

Glidden Trade Contract Matt is being used as a base coat on the bare plaster across the development, including all communal areas and staircases, with a top coat of Glidden Trade Vinyl Matt. The former is a high-opacity water-based emulsion that can be used on both old and new surfaces, and is ideal for use on large job applications in commercial, institutional and industrial structures. Similarly, Glidden Trade Vinyl Matt is particularly suited for large internal application areas and minimises surface imperfections.

John continues: "We decided to use Glidden Trade products because we know from experience that they provide great coverage and will offer value for money for the project, without compromising on quality."

Graham Haylock, the Glidden Trade Business Development Manager who is working with JCH Contracts on the project, concludes: "With the current financial climate, it has become increasingly important for homebuilders to develop properties without breaking the bank. The Warley Hospital conversion is an excellent example of how painting contractors can deliver a cost-effective solution, without compromising on a professional finish."



(Picture courtesy of City & Country)

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 1st January 2010.