



## Press Release

24<sup>th</sup> September 2010

### Beach Huts Capture Shades from Sunrise to Sundown with Sadolin

***In one of the most colourful painting projects undertaken in the UK, Sadolin Superdec has been used to deliver inspirational shades capturing the essence of the colour spectrum from sunrise to sunset at 75 traditionally styled, wooden beach huts in Bournemouth.***

Tinted in an array of carefully selected shades to deliver a picture postcard effect – Sadolin Superdec offers sensational colour without any compromise on the superior wood protection qualities needed for the resort's exposed coastal environment.

The woodstain has helped Bournemouth Council achieve its objective – in the words of Service Development Manager Andrew Emery, to make them “the most photographed quintessential beach huts in the UK.”



Crown colour consultant Jemma Saunders developed a stunning spectrum of 75 totally individual paint shades for the parade of beach huts, which soon acquired the name 'Sunrise to Sundown'.

The colour palette starts with sultry beiges and browns inspired by images of the award-winning sandy beach at daybreak, through to natural greens of the dunes in the morning sun. These shades blend into a strong and saturated palette of turquoises and blues representing the sea and sky at the height of a summer's day, subtly changing to darker lavender and violet shades of the early evening and finally to rich orange tones of the sun setting over the horizon.

Bournemouth Council was delighted with Crown's colour scheme. They then had to decide on the best way to achieve it. The timber clearly had to have a great deal of protection from the elements and the salty air and sea spray, given their exposed location. It was also important to ensure that the visual appearance and distinctive colouring of the parade of huts would be retained in between pre-determined maintenance intervals. The chosen woodcare coatings had to be available locally and also needed to be economical and easy to use by the new owners who would be taking over responsibility for long term maintenance of the huts.

Crown recommended that Sadolin Superdec Opaque Finish should be specified as it met the brief in full.

Tested in the harshest conditions to ensure the advanced formulations stand the test of time, Sadolin Superdec has superior colour retention qualities, achieved by the use of specially selected light-filtering pigments to ensure longer-lasting shades.



Sadolin Superdec offers time-proven, technically superior protection – remaining flexible and resistant to cracking, peeling and flaking under even the most demanding conditions. Once applied, it forms a microporous 'jacket' which is both waterproof and allows the wood to breathe naturally – affording enhanced, longer lasting protection for wood by allowing natural moisture to pass through and therefore preventing any swelling up and the bond breaking away from the coating.

The beach huts were all built to order by local contractors and given their first coats of Sadolin Superdec in shades according to their position along the parade. Within just a few weeks of going on sale most had been snapped up by local residents and holiday makers keen to own one of Bournemouth's most desirable and colourful residences, and over the summer months a glorious panorama of colour was created between the two piers.

Andrew Emery said: "Traditionally beach huts have been sold purely on location and the view from the doorway. This time round, thanks to Crown Paints and Sadolin Superdec we have also been able to offer our would-be beach hut owners a fantastic choice of colour too, and made these particular huts the hottest properties in town."

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