



Case Study
2nd November 2009

Dulux Trade Diamond Range Showcased at Earls Court and Olympia

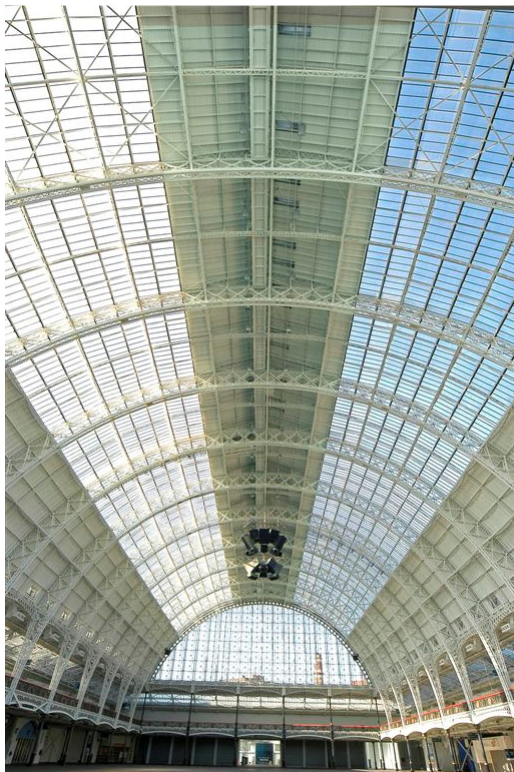
Refurbishment projects at exhibition venues Earls Court and Olympia use Dulux Trade's Diamond Range for best results.

Earls Court & Olympia, the company behind two of West London's largest exhibition and conference centres, has specified the groundbreaking Diamond range of paints from Dulux Trade for use at its world famous venues.

Dulux Trade Diamond Eggshell was first specified in 2008 for use during the interior decoration of the upper level walls of Earls Court Hall One.

When the gallery and ground floor areas of the Olympia's Grand and International Halls needed redecorating in 2009, the specification team again turned to Dulux Trade Diamond Eggshell.

The paint, on this occasion, needed to be sprayed onto some of the more inaccessible areas of the hall and was applied over a variety of existing water based and solvent based coatings. Painting contractor S Lucas was chosen due to its wealth of experience of paint spraying, and Dulux Trade Diamond Eggshell was specified because of its excellent adhesion properties, to ensure maximum coverage over the existing coatings. Being water based, Dulux Trade Diamond Eggshell was also ideal for satisfying the health and safety requirements associated with spraying paint.





With a job this size, the potential for waste is huge. In order to avoid sending the paint cans from this project to landfill, the team recycling them through Dulux Decorator Centres' can recycling scheme.

Bob Marks, Head of Projects for Earls Court & Olympia, said: "From earlier experience of specifying Dulux Trade Diamond Eggshell, I knew that it would provide a finish I could rely on. In addition to this, the excellent service I received from the specifier account team on previous occasions, motivated me to specify Dulux Trade products for the redecoration of the Olympia Grand Hall and gallery."

Stephanie Brown, Brand Manager for Dulux Trade Diamond, said: "Specifiers tell us that it is the excellent coverage and finish achieved by Dulux Trade Diamond Eggshell that keeps them coming back to the brand. In this case, the adhesion and coverage achieved by the paint were particularly important due to its spray application, making Dulux Trade Diamond Eggshell a great choice for the Olympia project."

For more information about Dulux Trade, visit www.duluxtrade.co.uk

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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 Sikken.

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 is at the forefront of implementing the new regulations regarding VOCs which will come into force in 2010.