

**Press Release**  
**15<sup>th</sup> October 2009**

## **Leyland Paints Decorate Chinese Shopping Mall**

***Leyland Trade paints used to colour decorative characters for the Miami Shopping Mall in China.***

Leyland Trade's colour credentials took on a global scale recently after it provided a stunning makeover for a motley crew of characters at the Miami Shopping Mall in Macau, China.

Tasked with creating ten larger-than-life characters to liven up the main thoroughfares at the Mall, Bristol-based design studio ScaryCat Studios had to consider a paint product that would offer durability, help to bring out the sense of fun in the characters and, most importantly, present a vast array of colourful options from which to choose. Having widely used Leyland products on previous projects, such as film sets for commercials, the designers had no hesitation in specifying Leyland Vinyl Matt to help conjure up some truly spellbinding paint effects.



Proving that it really is mad about colour, Leyland didn't hold back when it came to providing imaginative colour combinations from its extensive range, including the regal Knights Rose, the playful Lollipop and the indulgent Treacle. Over 48 litres of Leyland paint was used to help the characters burst into life and the work was carried out by a team of 12 designers over a strict three-month deadline.



One of the key problems that Leyland helped to overcome was allowing the designers to paint each character in its entirety without using any masking. They were able to apply the paint using brushes and foam pieces and still achieve a flat smooth finish without the hassle of having to setup and clean a spray gun.

Gary Jackson of ScaryCat Studio said: "An even greater advantage was the ability to hand paint one paint colour on top of another, such as the tattoos and t-shirt designs. Using other mediums of paint would not have given us the range of simplicity and flexibility that the Leyland Vinyl Matt Emulsion provided."

To seal the final colours and provide a surface capable of withstanding the rigours of an extremely busy shopping mall, the figures were sprayed with a two-pack lacquer and, once again, Leyland came in for special praise from the designers. Gary added: "It was great to find a good quality paint product whose surface did not weaken or have the colours bleed into each other when over sprayed with two-pack material.

"For a job that involved a fair amount of problem solving, Leyland offered a great solution to the finishing and detailing of the characters. Not only could they supply a vast array of colours but also the really vibrant colours that this project required. They provided a great service and were always helpful with their advice. Thumbs up all round."

For more information on the Leyland range, please visit [www.leylandtrade.com](http://www.leylandtrade.com)

**Ends**

**Notes to Editors:**



Launched in 1922, Leyland has established itself as the 'Professional's Paint' and its comprehensive collection of top quality paints for the trade includes emulsions, primers, floor paints and trim products in addition to the well-respected Truguard exterior and Contract range specifically designed for new build work.

The Leyland product range is backed up by an extensive support service offering Technical Support, In-Store colour tinting, a unique free colour matching service and colour schemes for the professional user.

Call 01924 354600 or visit [www.leylandtrade.com](http://www.leylandtrade.com) to find your nearest stockist and to keep up to date with all the latest products, competitions, offers and news.