



 **PROTECTIVE
COATINGS**

**CLADDING &
METAL SYSTEMS**



It's not just paint.
It's personal.®



Now part of the Hempel Group, a world leading coatings supplier for the decorative, protective and marine markets, Crown Paints can trace its history back as far as 1777. It goes without saying that our highest priority still remains the production of high quality paints which meet our customers' needs.

Crown Trade is our premium quality professional paint brand. Developed to give vibrant colour, excellent coverage and consistent quality, Crown Trade is widely specified in both domestic and commercial environments and used by contractors, decorators and builders. Crown Trade is backed by market leading advice and a service that is second to none.

Crown Trade offers a complete range of proven premium quality products, ideal for every decorating situation, from our Covermatt emulsion for use in new build environments to our market leading Timonox Flame Retardant Coatings range, which can slow down the spread of flame, protecting buildings and lives in the event of a fire.

CONTENTS

Introduction	03
Metal Gloss System	04
System Options	05
Introduction to Cladding Systems	06
Protective Coatings	07
Case Studies	08-09
Our Services	10
General Information	11





Crown Paints understands that our customers need reliable protective coatings that not only look good, but last, giving real value for money.

The Crown Trade Protective Coatings range includes systems for metalwork and cladding, offering superior protection in all weathers.

It has been formulated using Crown Paints' vast experience in decorative coatings and our continual development in paint and colour technology, so our customers are guaranteed a durable, dependable finish.



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It's personal.



Crown Trade is one of the most widely used professional coatings brands in the UK

Most of us are familiar with the damage caused to metal by rust. It is the most common form of metal corrosion and can lead to costly damage.

With superior corrosion protection, a tough finish and excellent colour retention, Crown Trade Protective Coatings High Performance Gloss for Metal systems can be tailored to protect your assets from these damaging effects for up to 10 or 15 years.

Our easy to choose systems have been developed to offer a tiered level of protection, meeting a range of customer needs. Find your ideal specification on the next page.

Crown Trade Protective Coatings High Performance Gloss for Metal systems are designed to protect and decorate both ferrous and non-ferrous metalwork, whether new or previously coated and are ideal for:

- Structural steelwork
- Railings
- Fire escapes
- Gates
- Shutters

The total solution for metalwork, Crown Trade Protective Coatings High Performance Gloss for Metal systems are the perfect finish for your next project.

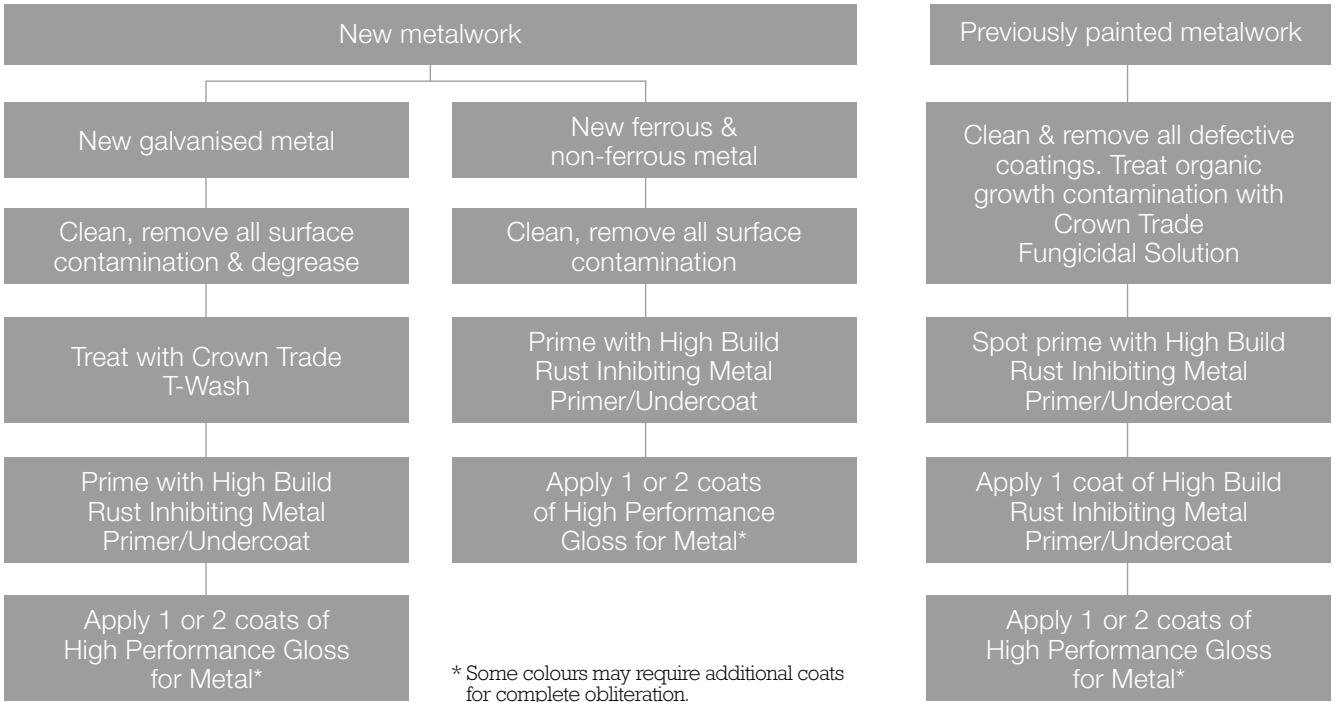
Benefits to the Decorator

- No specialist application techniques
- Straightforward systems

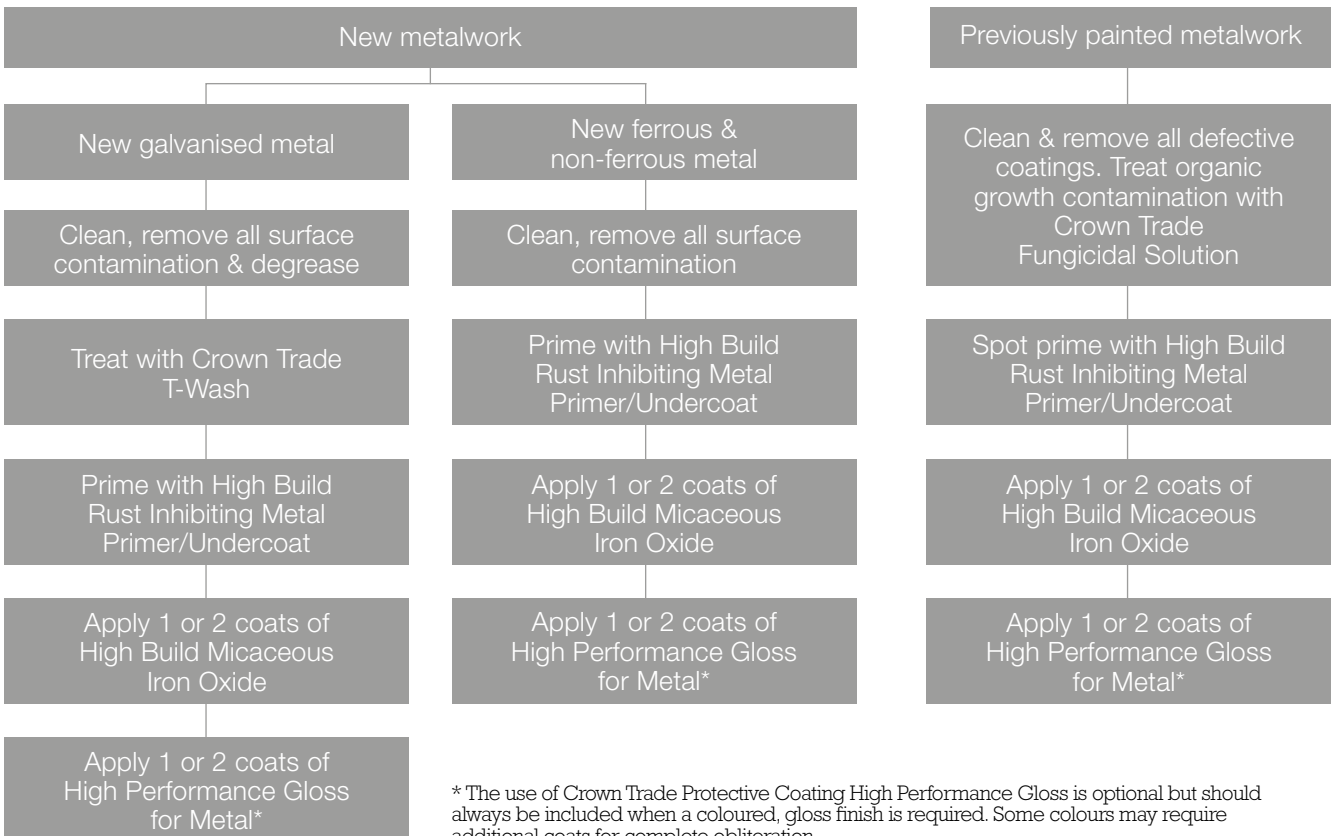
Benefits to the Specifier

- A choice of 10 or 15 years protection
- Available in a range of over 1800 colours

10 Year System



15 Year System



* The use of Crown Trade Protective Coating High Performance Gloss is optional but should always be included when a coloured, gloss finish is required. Some colours may require additional coats for complete obliteration.

Designed to give pre-coated and weathered metal cladding a fresh new look, the Crown Trade Protective Coatings Cladding System offers a dependable, hard-wearing finish.

The system is an easy to use, water-based, single pack coating, formulated with superior adhesion to give a reliable protective finish with long lasting good looks, whatever the weather.

Two easy-to-apply coats can quickly transform cladding and other external features that have become weathered, dull and discoloured over time.

If the existing coating has failed use Crown Trade Protective Coatings High Build Rust Inhibiting Metal Primer Undercoat to protect the bare, exposed metal from corrosion before applying your topcoat of Fast Drying Cladding Finish.



Just two coats of new Crown Trade Fast Drying Cladding Finish bring weathered exterior metal cladding back to pristine condition. Easy to apply using conventional brushes, rollers or spray equipment. No need for costly specialist training or application techniques.

Benefits to the Decorator

- Single pack convenience with no waste
- Quick drying
- Pleasant to use and easy to apply
- No special application techniques or tools required

Benefits to the Specifier

- Economical way to transform your building
- Extended maintenance cycle of up to 8 years protection
- Available in extensive colour choice
- No need to hire specialist contractors

Metal Cladding System



NB: Replacement panels should have 1 full coat of Crown Trade High Build Rust Inhibiting Metal Primer



Product	Details	
<p>T-Wash</p>	<p>Crown Trade Protective Coatings T-Wash is an etching wash for new bright unweathered, untreated galvanised surfaces. It creates a chemical reaction and causes the surface to turn black, which confirms that the surface has been thoroughly degreased and etched. Treated surfaces are then ready for priming.</p> <ul style="list-style-type: none"> • Etching wash • Reaction causes surface to blacken • Confirms surface has been degreased and etched 	<ul style="list-style-type: none"> • Application by brush • Up to 15-20m² / litre • Touch dry in 2 hours, surface must be primed within 48 hours • Available in 5L, Clear
<p>High Build Rust Inhibiting Metal Primer Undercoat</p>	<p>Ideal protection for ferrous and non-ferrous metals when used as part of the Gloss for Metal system. Also prepares failed areas of weathered cladding as part of the Cladding system.</p> <ul style="list-style-type: none"> • Rust inhibiting • Excellent adhesion • Distinctive colour for even coverage 	<ul style="list-style-type: none"> • Application by brush or spray • Up to 7m² / litre on smooth surfaces • Touch dry in 3 hours, recoatable after 6 hours • Available in 2.5L, Salmon Pink for easier use
<p>High Build Micaceous Iron Oxide</p>	<p>Acts primarily as an intermediate coat on ferrous metals, e.g. structural steelwork, fire escapes, railings and gates. Use as a topcoat where a protective coating is required but aesthetics are less important.</p> <ul style="list-style-type: none"> • Barrier against corrosion • Excellent intermediate coat • Full system can protect up to 15 years 	<ul style="list-style-type: none"> • Apply one or two full coats • Application by brush, roller or spray • Up to 8m² / litre on smooth surfaces • Touch dry in 4 hours, recoatable after 16 hours • Available in 2.5L, Grey
<p>High Performance Gloss For Metal</p>	<p>Is easy to use and provides a durable, long lasting finish with excellent colour and gloss retention. Ideal high sheen topcoat for the Crown Trade High Performance paint system for metalwork.</p> <ul style="list-style-type: none"> • Excellent UV resistance • High gloss finish • Wide colour choice (see Crown Trade colour collection) • Full system can protect up to 15 years 	<ul style="list-style-type: none"> • Use on all exterior metalwork, particularly structural steelwork, walkways, railings, gates and shutters. • Application by brush, roller or spray • Up to 12-15m² / litre on smooth surfaces • Touch dry in 4-6 hours, recoatable after 16 hours • Available in 2.5L, White, Black and over 1800 tintable colours
<p>Fast Drying Cladding Finish</p>	<p>Is a high performance coating to restore weathered, previously painted metal cladding to pristine condition.</p> <ul style="list-style-type: none"> • Water-based formula • Quick drying • Anti-mould properties • Up to 8 years protection 	<ul style="list-style-type: none"> • Apply 2 coats of Crown Trade Protective Coatings Cladding Finish. For best results, apply by airless spray • Application by brush, roller or spray (Dilution may be required) • Up to 15m² / litre on smooth surfaces • Touch dry in 1-2 hours, recoatable after 4-6 hours • Available in 5L, White, Black and range of tintable colours



Public Art Programme, Gateshead

The Ribbon Railings are a well know landmark in the North East, stretching along the Askew Road, across approximately one quarter of a mile. Erected in 2002 under a collaboration between Gateshead Council's landscape architects and Alan Dawson Associates, the ribbons are made from galvanised steel and rise to a height of 1.4 metres. And now, years after they were last painted, the railings are back to pristine condition, with a project involving Crown Trade Protective Coatings High Performance Gloss for Metal applied throughout the entire display.

The challenge was to produce a high quality finish along an extremely busy stretch of road, using a variety of shades, with the colour, feathered in, to create a flowing effect.

We had a clear brief, to create a high impact, and visible effect, which would ensure longevity. We brought Crown Paints in, to find the best solution, and are very pleased with the end result.

Simon Lewis, Building Surveyor at Gateshead Council





Ellembly Contracts

When Ellembly Contracts Ltd moved into a business unit on a busy Luton trading estate, the owners agreed to help them make their presence known by giving the exteriors a fresh new look with a quick, cost-effective makeover using Crown Trade Fast Drying Cladding Finish.

This clean, professional look replaced the original dark brown exterior cladding that was sound, but had become dull over time. After two spray coats of Fast Drying Cladding the unit was transformed and the customer was delighted with the results.

We've used a lot of different metal coatings over the years and we're all very impressed with Crown Trade's new formulation. Hassle free with brilliant results, it was a lot more cost effective than the coatings we've been using recently.

Mike Burton, Director of Ellembly Contracts Ltd in West Midlands.



John Smith's Stadium

Crown Trade's Protective Coatings Cladding System has proved the winning formula at The John Smith's Stadium, home to both Huddersfield Giants Rugby League Club and Huddersfield Town Football Club.

Crown Trade Fast Drying Cladding Finish was mixed to match the club's corporate green and with Crown Trade High Build Rust Inhibiting Metal Primer, has been used to breathe new life into the surfaces at the Stadium's away stand.

The water-based formulation gave a quick drying time, and with it's anti-mould properties will maintain an attractive aesthetic finish for the longer term.

The John Smith's Stadium Operations Manager, Phil Armitage, said:

The products are brilliant and we are delighted with the colour match.

Specification service solutions for your project

We want our customers to be totally happy with our products and service, and go the extra mile to ensure that your decorative and protective needs are satisfied.



We offer as standard:

- Dedicated specification support
- Site visits including conditions surveys and flake analysis
- Full technical specifications and asset management programmes
- Training specifying clients and painting contractors
- Assessing climatic, atmospheric and environmental conditions to ensure correct specification
- Assistance in developing sound cyclical maintenance programmes to ensure optimum value
- Guidance in dealing with fire safety legislation and fire risk analysis
- Colour scheming advice
- On-going site support and setting key performance indicators
- BIM objects for all products



Crown Trade Website:

Visit www.crowntrade.co.uk for information on all of our products with tools such as an easy to follow product filter and a convenient pick list, to help you to find the perfect solution for your project. You can also find out about the latest colour trends, to ensure that you and your customers are making the correct colour choices, by using our Inspirational area of the site.

Visit www.crowntrade.co.uk now to find the right paint for your job!



Create your own professional specification documents using:

Crown Paints PaintSpec Finder®

The Crown Paints PaintSpec Finder® is an online tool designed to make specifying coatings really straightforward.

www.crownpaintspec.co.uk



We care about our environment and community



Charity & The Community

- Proud partner of Macmillan Cancer Support & the Irish Cancer Society
- Dedicated Crown Paints charity committee
- Recycled paint donated to community projects across the UK
- Founding patron of Blackburn Youth Zone
- Crown Paints Community Awards held annually



Sustainability

- Earthbalance sustainability programme
- Carbon footprint identified for full product range
- Ambitious targets set for Greenhouse Gas Emissions reduction
- Zero waste to landfill



Education, Skills & Apprenticeships

- Proud sponsor of Crown Trade Apprentice Decorator of the Year competition
- Supporting schools, colleges and universities
- Actively recruiting apprentices into the business



The Hempel Foundation

- Supporting 22 education projects around the world
- Helping the education of approx. 40,000 children
- Annual employee volunteer trip
- Research into environmentally sustainable technologies

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For more information please visit the **About Us** section of www.crownpaints.co.uk

Legislation

We pride ourselves on product stewardship and all of Crown Paints products meet:

- All current legislation for VOCs - Volatile Organic Compounds
- REACH legislation affecting the use of Cobalt Driers - removed from our products well ahead of schedule in 2012
- BREEAM Section 2 Health & Wellbeing requirements

Health & Safety

Crown Trade paints are made to be safe for you to use, but before using or storing any of our products, you should refer to the relevant Safety Data Sheet. These are available from the Customer Relations Team on 0330 0240297, by emailing info@crowntrade.co.uk or on our website www.crowntrade.co.uk



Crown Trade Customer Relations Team
Telephone: 0330 0240297; Fax: 0330 0240278; info@crowntrade.co.uk; www.crowntrade.co.uk



Use the Crown Paints PaintSpec Finder® at
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By Appointment to
Her Majesty The Queen
Manufacturers of Paints
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Crown Paints Ltd, PO Box 37, Hollins Road, Darwen, Lancashire, BB3 0BG. Telephone: 01254 704951 Fax: 0330 0240278

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