

**THE
SMART
CHOICE**



SPECIFIER GUIDE



CONTENTS

Offices	4
Social Housing	5
Education	6
Healthcare	7
Retail	8
Leisure	9
System Guide	10
Specifier Support	11



WHY ARMSTEAD TRADE IS THE SMART CHOICE FOR SPECIFIERS

Armstead Trade is the new professional paint brand from AkzoNobel.

Developed by the makers of **Dulux Trade**, it's here to help specifiers deliver the results clients demand even when budgets are tight. Each finish is formulated to enable contractors to work quickly and minimise disruption.

With a comprehensive choice of 24 products, you'll find the right finish for every type of project from commercial, retail, sports and leisure to education, healthcare and social housing.

There's a choice of over 3,000 colours, backed by all the colour selection support you expect from **AkzoNobel**. So **Armstead Trade** is the smart choice to help you create attractive, welcoming environments and comply with key legislation such as The Equality Act. In fact, whatever support you need, including specification writing and site visits, the full resources of **AkzoNobel** are at your disposal via our dedicated team of sales representatives.



OFFICES & COMMERCIAL



The challenge

Commercial clients demand productive yet enjoyable workspaces, a tricky balance when working with a limited budget.

Recommended products

- **Armstead Trade Vinyl Matt** is ideal for minimising surface imperfections as well as adding colour to the office.
- **Durable Matt** is the cost-effective choice for high traffic areas such as office corridors. **Durable Matt** helps to keep that 'just painted' look for longer, helping you to lower re-decoration costs in the long term.
- Both new **Armstead Trade Quick Dry Satin** and **Quick Dry Gloss** are available in a wide range of colours. They make it easy to add visual contrast in line with the Equality Act guidelines while enjoying the application speed and convenience of water-based trim finishes that help minimise disruption to the workplace.
- The **Armstead Trade** range also includes a choice of solvent-based trim paints for contractors who prefer an application and finish of more traditional paint formulations.

Example interior scheme

Here's just one example of a scheme that will bring welcome yet appropriate colour to a commercial setting. You'll find lots more colour scheming ideas at www.armsteadtrade.co.uk and in our Commercial Colour Brochure.



SOCIAL HOUSING



The challenge

Minimising disruption for residents is as crucial as delivering attractive, cost effective interior and exterior results in the social housing sector.

Recommended products

- BBA certified **Armstead Trade** Smooth Masonry Paint can help you add exterior colour to housing stock on a tight budget. Working in colder temperatures? Choose Pliolite Masonry Paint, also certified by the BBA.
- Our masonry paints offer up to 15 years protection, keeping housing stock looking good for longer and extending maintenance cycles.
- With our wide range of interior emulsion finishes and colours, you can always help residents achieve the look they want for their home.
- Our water-based trim paints are quick drying and low odour, so the job can be completed on time without the disruption created by traditional solvent-based products. Check our Systems Guide to select the right system for any project.



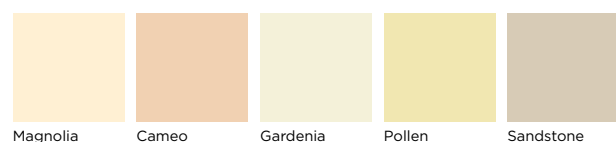
Example interior scheme

Involving residents is crucial to colour selection for social housing interiors. Our Commercial Colour Scheming Brochure is packed with attractive yet practical schemes such as the one below.



Our top selling exterior colours

Just a few examples of how **Armstead Trade** colours can bring an exciting new dimension to housing.



EDUCATION



The challenge

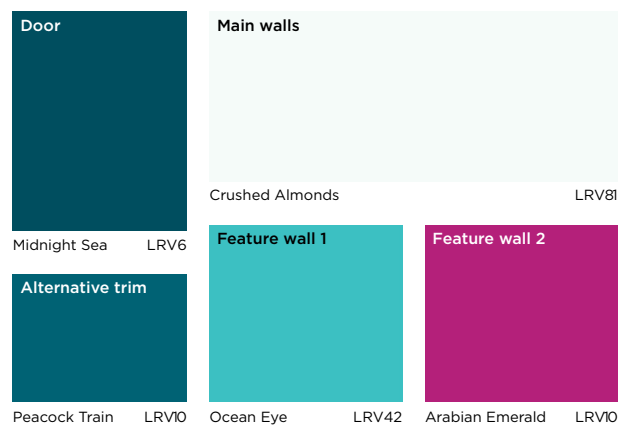
Creating inspiring learning environments for different functions and age groups is even tougher on today's ever-tighter budgets. Trust **Armstead Trade** to provide the smart choice of colours and finishes.

Recommended products

- Durable Matt and Durable Acrylic Eggshell are tough enough for corridors and anywhere prone to scuffs and stains. Tested to the highest British Standards, they can be wiped clean with a damp cloth to keep that 'just painted' look for longer.
- Durable Matt and our range of interior emulsions are available in a wide range of colours helping you create inspirational learning environments when budgets are limited.
- Water-based **Armstead Trade** finishes, such as new Quick Dry Satin, are quicker to apply and with lower odour than solvent-based trim paints, helping minimise disruption to valuable teaching time.
- Safety is at a premium in this sector, and our Anti-Slip Floor Paint can help minimise the risk of slipping and is particularly suited for staircases, access ramps and walkways.

Example interior scheme

We can help you create colour schemes that the budget holders and key decision makers can endorse with complete confidence for their learning environment.



HEALTHCARE



The challenge

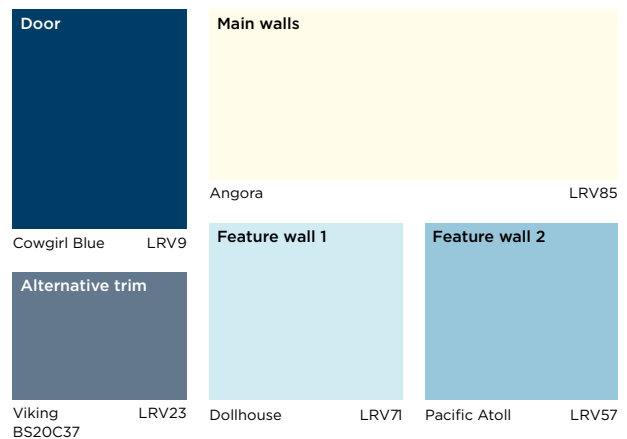
Promoting wellbeing while keeping budgets healthy is the difficult balance specifiers need to achieve on healthcare sector projects. The **Armstead Trade** combination of **AkzoNobel** quality and affordability is made to meet the challenge.

Recommended products

- Durable Matt and Durable Acrylic Eggshell are tested to British Standards for their ability to resist scuffs. Common stains can be wiped away with a damp cloth, making them spot on for maintaining the highest hygiene levels in high traffic areas such as corridors.
- Durable Matt has a wider choice of colours so the colour range for this and all our interior emulsions can help to create an attractive environment that patients feel comfortable in. The breadth of colours makes it easy to adhere to The Equality Act guidance, assisting visually impaired service users to navigate safely with sufficient visual contrast.
- With our water-based emulsion and trim finishes, attractive results with the desired colour contrast can be speedily achieved.

Example interior scheme

Just one example of the many colour schemes you can create to satisfy stakeholders that patient wellbeing is being promoted.



RETAIL



The challenge

Minimising disruption to business hours is a priority. Time is money in retail. **Armstead Trade** is the smart choice that can help you to create and refresh retail spaces that keep customers coming in.

Recommended products

- With our wide choice of water-based emulsions and a choice of over 3,000 colours you can maintain business continuity, creating the right environment with speed, efficiency and affordability.
- **Armstead Trade** Contract Matt is the ideal quick and cost-effective solution for ceilings.
- Retail environments have to work hard as well as look great. With Durable Matt and Durable Eggshell, they're ready to cope with high footfall. Extended maintenance cycles reduce redecoration costs as well.
- Contractors like the speed with which a professional two-coat finish can be applied using our range of water-based finishes.

Example interior scheme

Aesthetics are crucial to creating retail environments that work and reflect the brand and its corporate identity, so why not make the most of our expert colour advice? Start with the great range of ready-made schemes like this which you'll find in our Commercial Colour Scheming Brochure.



SPORT & LEISURE



The challenge

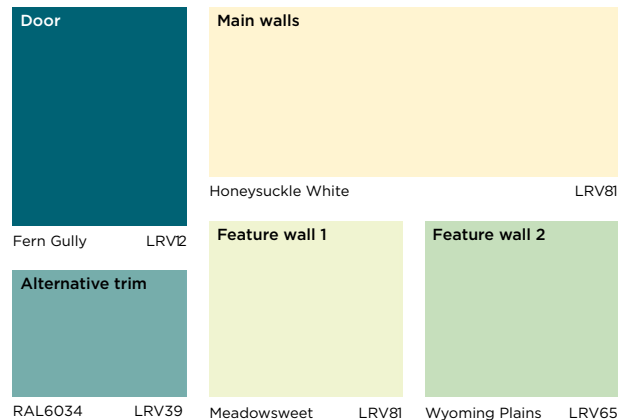
Sports and leisure facilities have to work extra hard around the clock, yet provide surroundings in which people can relax and enjoy their chosen activities. **Armstead Trade** has what it takes to meet these challenges even on the tightest of budgets.

Recommended products

- **Armstead Trade** Anti-Slip Floor paint is essential wherever conditions are potentially slippery.
- Durable Matt and Durable Eggshell enable you to create attractive decor that's tough enough to withstand the scuffs and stains of high traffic areas such as gyms.
- Water-based **Armstead Trade** products are quick to apply and dry, so redecoration can be completed with less disruption, keeping the bottom line fit and healthy.
- Anti-Mould Vinyl Matt is recommended in higher humidity locations to help inhibit disfiguring mould growth.

Example interior scheme

Request our Commercial Colour Scheming Brochure for a wide choice of ready-made colour schemes suitable for different sports and leisure facilities and that help maintain corporate identity.



SYSTEM GUIDE

Use this table to select the perfect **Armstead Trade** product or system for any commercial decorating project.

PRODUCT	FINISH	SUBSTRATE USE	INTERIOR/EXTERIOR	NEW WORK	MAINTENANCE
ARMSTEAD EMULSION AND TRIM					
Vinyl Matt	Flat	Plaster, walls & ceilings	Interior	1 thinned coat + 2 top coats*	2 top coats*
Contract Matt	Flat	Plaster, walls & ceilings	Interior	1 thinned coat + 2 top coats*	2 top coats*
Vinyl Silk	Mid	Plaster, walls & ceilings	Interior	1 thinned coat + 2 top coats*	2 top coats*
Contract Silk	Mid	Plaster, walls & ceilings	Interior	1 thinned coat + 2 top coats*	2 top coats*
Vinyl Soft Sheen	Mid	Plaster, walls & ceilings	Interior	1 thinned coat + 2 top coats*	2 top coats*
Satin	Mid	Interior wood & metal work	Interior	1 coat of wood/metal primer + 2 top coats of undercoat + top coat*	2 top coats*
High Gloss	High	Interior/exterior wood & metal work	Interior/exterior	1 coat of Wood/metal primer + 2 coats of undercoat + top coat*	1 coat of undercoat + 1 top coat*
Quick Dry Gloss	High	Interior/exterior wood & metal work	Interior/exterior	1 coat of Acrylic Wood Primer Undercoat + 2 top coats*	2 top coats*
Quick Dry Satin	Mid	Interior wood & metal work	Interior	1 coat of wood/metal primer + 2 top coats	2 top coats*
Durable Matt	Flat	Plaster, walls & ceilings	Interior	1 thinned coat + 2 top coats*	2 top coats*
Durable Acrylic Eggshell	Mid	Interior/exterior wood & masonry surfaces	Interior/exterior	1 thinned coat of Acrylic Eggshell + 2 top coats*	2 top coats*
Eggshell	Mid	Interior wood & metal work	Interior	1 coat of Wood/metal primer + 2 top coats*	2 top coats*
ARMSTEAD PRIMERS					
Primer Sealer	N/A	Plaster, walls & ceilings. Only required for powdery or friable surfaces	Interior	1 coat of Primer Sealer + 2 top coats of selected emulsion	1-2 top coats of selected emulsion
Red Oxide Metal Primer	N/A	Ferrous metal surfaces	Interior/exterior	1 coat of Red Oxide + 1 coat of undercoat + 1 top coat*	1 coat of undercoat + 1 top coat*
Wood Primer	N/A	All non resinous wooden surfaces	Interior/exterior	1 coat of Wood Primer + 1 or 2 coats of undercoat + 1-2 top coats*	1 coat of undercoat + 1 coat of High Gloss*
Quick Dry Wood Primer Undercoat	N/A	All non resinous wooden surfaces	Interior/exterior	1 coat of Quick Dry Wood Primer Undercoat + 2 top coats of Armstead Trim	2 top coats of Armstead Trim*
Metal Primer Zinc Phosphate	N/A	Interior/exterior metal work	Interior/exterior	1 coat of Metal Primer Zinc Phosphate + 2 coats of High Gloss*	1 coat of undercoat + 1 coat of High Gloss*
ARMSTEAD EXTERIOR RANGE					
Pliolite Based Masonry	Mid	Rendered brick work/concrete	Exterior	1 full coat + 2 top coats*	2 top coats*
Smooth Masonry	Flat-mid	Rendered brick work/concrete	Exterior	1 thinned coat + 2 top coats*	2 top coats*
ARMSTEAD SPECIALISED FLOOR PAINTS					
Anti Slip Floor Paint	Flat	Concrete, wood & metal work	Interior/exterior	1 coat of Floor Paint + 2 top coats** 1 coat of Wood/metal primer + 2 top coats***	2 top coats*
Floor Paint	Mid-high	Concrete, wood & metal work	Interior	1 coat of thinned + 2 top coats** 1 coat of Wood/metal primer + 2 top coats***	2 top coats*

For full system information please visit www.armsteadtrade.co.uk and download full Product and Safety Data Sheets.

*Deeper colours may require more coats. **Armstead Trade** is available in over 3,000 shades, including BS4800, NCS edition 1 & 2 as well as RAL colours. †To be used with concrete surfaces. ††To be used with wood/metal surfaces.

TECHNICAL SUPPORT



Meeting Professional Standards

As you would expect from the makers of **Dulux Trade**, all **Armstead Trade** products are tested to the highest industry standards, including BBA certification and the relevant British Standards, including BS7719:1994 and BS EN ISO11998.



PTV Testing and Slip Resistance

Armstead Trade Anti Slip Floor Paint has been tested in accordance with BS7976 a British Standard which assesses the slip resistance of flooring. The results of slip resistance are quoted as a PTV (pendulum test value). **Armstead Trade** Anti Slip Floor Paint has a PTV of 66, meaning the product has low slip potential according to HSE classifications.

Working Sustainably

Armstead Trade can also support your sustainability ambitions, as part of the global **AkzoNobel Planet Possible** initiative. This is our commitment to doing more with less, making **Armstead Trade** the smart choice for:

- Water-based formulations, supporting the move away from solvent-based products
- Durability – helping to lower carbon footprints by extending maintenance cycles
- Formulations using raw materials that are less carbon intensive



Specifier Support

- **DULUX TRADE PAINT EXPERT APP** - This app allows you to access and download all kinds of essential information wherever you are, 24/7
- **TRADE PAINT EXPERT WEBSITE** - View and download product information, datasheets and literature
- **PAINT SPECIFICATION CREATOR** - There's no quicker or simpler way to write an **Armstead** specification

Smart choice for colour

- **Armstead Trade** provides you with a range of simple to use colour tools to help your clients choose colours easily.
- **Armstead Trade** provides over 3,000 colours giving you everything you need to add colour to commercial settings.
- **Armstead Trade** also offers ready-made commercial colour schemes that comply to Equality Act guidelines helping you follow best practice when it comes to visual contrast.

You can rely upon **AkzoNobel** to provide comprehensive specifier support. For expert advice on selecting the right products and creating colour schemes, call **0333 222 7070** or visit www.armsteadtrade.co.uk.

Health and Safety

Lead in paint

Special precautions should be taken during surface preparation of pre-1960s paint surfaces over wood and metal as they may contain harmful lead. For further advice contact the Trade Technical Advice Centre.

Working with water-based paints

Where possible, water-based paints should be selected in preference to solvent-based paints, particularly for any large interior surface area such as walls and ceilings.

Solvent-based paints

When solvent-based paints are applied, solvent-based vapour does not present a problem providing products are correctly applied in accordance with can instructions. This applies to interior and exterior trim areas including doors, skirting, windows and radiators.

A wealth of information at your fingertips.

Visit us online at **www.armsteadtrade.co.uk**.

You can also follow us on Facebook, Twitter and YouTube.



For technical advice and help with product specifications call on **0333 222 70 70**, write to The Trade Technical Advice Centre, **ICI Paints AkzoNobel, Wexham Road, Slough SL2 5DS** or email: **armstead_advice@ici.com**



© Property of and used on license from the Scandinavian Colour Institute AB, SCI-Sweden.se, Stockholm, 2012

We have produced paint colours and patterns as accurately as printing will allow. Unfortunately we cannot guarantee an exact colour match, and the colours contained in this guide should not be relied on as such.