



# Excellence in **Paint**

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We've got **hospitality and leisure** covered

# Welcome

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As one of the leading paint manufacturers in the UK, Johnstone's is committed to providing exceptional products to specifiers and facilities managers within the hospitality and leisure sector. As such, our product ranges meet the highest quality and environmental standards and are designed to provide a solution for any project requirement. Being part of PPG Industries (a \$14.9bn company founded in 1883), the Johnstone's brand has the benefits of reaching global technologies in sectors including aerospace, automotive, protective and marine coatings.

For further information please visit  
[www.johnstonestrade.com](http://www.johnstonestrade.com) or email [specifiers.acuk@ppg.com](mailto:specifiers.acuk@ppg.com)



# 01. Product





## The right products for your projects

Johnstone's boasts a long and rich history as one of the UK's foremost professional trade brands and has enjoyed a presence in the market since 1890. It is this heritage which allows us to confidently offer specifiers working in the hospitality and leisure sector the most comprehensive product range on the market.

Johnstone's remains at the forefront of technology and new product development within the decorative paint market, with constant evaluation and monitoring ensuring that the broad range

of products and services continues to be the benchmark for the UK paint industry.

The durability of our most robust products can help to significantly extend maintenance cycles, while the quick drying times and low odour of many of our products can help keep projects firmly on their critical path and ensure that projects are completed within required timeframes.

Correct product selection for every project is crucial and that's why our Specification Development Managers and technical experts from PPG Extra are on hand to provide you with a detailed Johnstone's specification for your project.



## Going green with ecological solutions

**ecological**  
Solutions from PPG\*

Johnstone's has long been committed to protecting the environment and nowhere has this been more ably demonstrated than with the Ecological Solutions range.

The range is home to 14 Johnstone's products, such as Covaplus Vinyl Matt and Endura Super Durable Matt, that have had their environmental credentials independently tested and verified and now boast the coveted EU Ecolabel Accreditation.

All products maintain the same high quality and performance specifiers have come to expect over the years and at no additional cost, so you can rest assured you are helping the environment, and with principled pricing.

The environmental criterion behind the EU Ecolabel accreditation is tough and only the products which are kindest to the environment are entitled to carry the EU Ecolabel. These stringent rules are agreed at European level and follow wide consultation with experts and certification is approved by the Department for Environment Food and Rural Affairs in the UK. The label itself is only awarded after verification that the product meets the rigorous environmental and performance standards.



## Hotels

A key consideration when specifying paints for hotels is the durability they provide.

We are proud to offer the unrivalled Endura Super Durable Matt product, which has revolutionised the way specifiers and architects think about durability. Achieving Class 1 ISO 11998 & Class C BS7719 at over 10,000 scrubs, the product offers ultimate durability and performance for high traffic areas and will significantly extend maintenance cycles.

Up to 50 times more scrubable than standard vinyl matt, the Endura Super Durable Matt exceeds everyday heavy duty cleaning conditions

and is the perfect solution for specifiers in need of a maximum durability product for hotel environments.

Minimum disruption is required when refurbishments are taking place so the quick drying times and low odour offered by our Aqua range offer the perfect solution for woodwork and ensure hotels can reopen rooms and corridors swiftly.

In addition, building managers have a duty of care to ensure the safety of guests and should consider products from Johnstone's new Flame Defence System, which have been specifically formulated to inhibit and slow the surface spread of flame.



## Restaurants, cafes, pubs and wine bars

These environments are subject to high levels of foot traffic so it is critical that the products specified are hardwearing, washable and easy to maintain.

Johnstone's has a range of products, including Endura Super Durable Matt, Acrylic Durable Matt and Acrylic Eggshell, which offer the perfect solution for keeping these areas protected for longer.

Hygiene is of paramount importance in restaurants, cafes, pubs and wine bars so the use of anti-bacterial coatings, such as Microbar Anti-Bacterial Acrylic Matt or Eggshell, is a proven solution towards creating a hygienic environment.

These areas also need to withstand rigorous cleaning so it is important to specify products that will stand the test of time and not easily fade away.





## Leisure centres

These large facilities need to be able to withstand tough demands and conditions as the walls and floors will be subjected to harsh knocks and scrapes from sports equipment and lots of activity.

Durable products that will perform to their maximum potential and are extremely tough are a must in this environment so products such as Johnstone's Endura Super Durable Matt, Acrylic Durable Matt and Acrylic Eggshell, offer the ideal solution.

Hygiene is of great importance in swimming pools and changing areas so consideration should be given to anti-bacterial coatings,

such as Microbarr Anti-Bacterial Acrylic Matt or Eggshell. Toilets and changing rooms are areas that are subjected to high levels of moisture so paints that contribute towards the reduction of moisture on ceilings and therefore the growth of mould should be specified, such as Johnstone's Stop Mould and Anti-Mould Acrylic.







## Exteriors

First impressions count for everything so ensure your building, boundaries and outside spaces are kept looking smart for the long run by using high performance exterior products.

Exterior surfaces are subject to the harsh effects of the weather so products should be durable and easy to maintain. Products from the Stormshield range, such as Flexible Gloss, Smooth Masonry and the innovative Self Cleaning Masonry paint, are guaranteed to keep the outside of a building protected for longer. Featuring nano-metric technology, Self Cleaning Masonry turns the normal pitted surface of the paint layer into an extremely smooth finish that dust and

dirt simply can't stick to, and has a 15-year life expectancy to first major maintenance.

Johnstone's also offers a wide variety of more specific products, such as a broad range of woodcare products or Road Marking Paint to mark out parking facilities.



# 02. Colour





## Cutting to the core of colour

The impact of colour on the way we act and feel cannot be underestimated and we understand the huge influence it holds over hospitality and leisure environments, where colour selection can have a significant effect on the mood of visitors.

Our experience of working across a myriad of projects in the hospitality and leisure sectors means we know the colour schemes and combinations that work best, whilst taking into consideration the Equalities Act.

Whether you require bespoke colour schemes, painted colour samples or general colour advice, Johnstone's can provide the ideas and answers you need.

Choosing from thousands of colours may prove daunting, so we have experienced colour consultants available to assist you throughout the colour selection process.



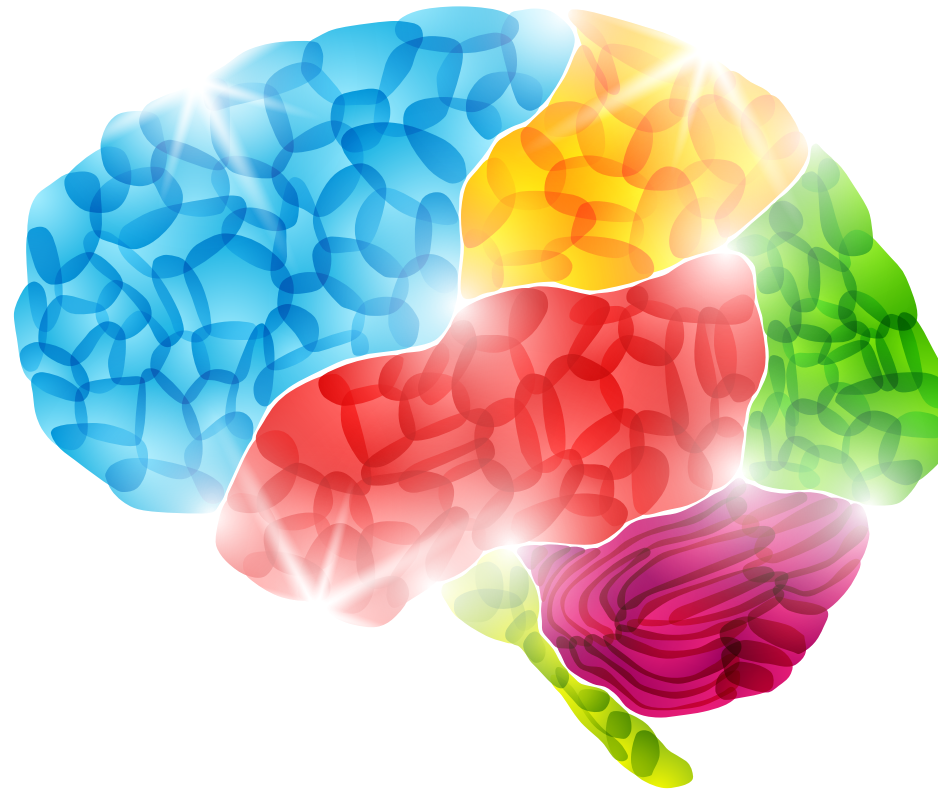
## First-class colour consultation

Considering the role colour will play is an essential part of any project. Is it a new build or do you need an overhaul of an existing colour scheme? Is a warm or cool scheme required? How will furnishings fit in? How will consumers and staff react to the colour scheme?

With all of this and much more in mind, our team can recommend colours and propose a bespoke colour scheme to meet your requirements. We constantly monitor current and forthcoming

colour trends so are in a position to recommend schemes that will ensure your project is ahead of the curve.

Colours and schemes can be presented to you in a number of different formats, from a simple laminated sheet showing recommended colours to a detailed colour scheme document. In addition, our colour advisory consultants are fully experienced within the hospitality and leisure sectors and will work with you to provide the visual solution that fit your projects. In some cases and dependent on project size, we can work with you to provide colour boards that show how suggested colours will work with other surfaces and create a reflection of the environment they will be used in.



## Understanding the psychology of colour

Choosing colours for any building is a process which requires both knowledge and inspiration. The range of colours and services available from Johnstone's are designed to inspire and support you in the creation of the perfect colour scheme.

Colour can be an invaluable tool in large establishments, corporate colours can immediately give visitors a feeling of familiarity, while using colour to identify areas, such as car parks and eating areas, help people to find their way around.

By careful selection, designers can use colour to subtly influence moods. For example, warmer colours can be used in canteens and restaurants to stimulate appetites, while cooler colours, such as blues and greens, can help bring a lighter feel to rest rooms.

Our Colour Consultants are able to use a number of methods to ensure your project is left with a balanced scheme centred on a chosen colour. This can be achieved by combining tonal, contrasting or harmonious colours and you can be certain that our team will stop at nothing to determine what balance will work best for your project.



# Making the most of colour systems

Our aim is to provide you with colour choice. When choosing a colour scheme for your project, we can offer thousands of inspirational colours.

We are proud to offer a state-of-the-art tinting system, which means our products are available in over 16,000 colours, while our unique colour matching service means we are able to match to any sample of paint, fabric, wallpaper and even tiles, to ensure we can always provide the most suitable colour scheme for your project.

In addition to this, we also offer thousands of colours through NCS and RAL. Using these simple and convenient reference systems make it easy to specify, match to other trade materials and communicate colour with everyone on the project team. We can also match to a specific pantone colour to be compatible with corporate colours too.



## Colour systems to assist with wayfinding

Floors are predominantly used for wayfinding in the hospitality and leisure sector, but it is vital to ensure that correct colour schemes are used on walls to help provide contrast for the benefit of partially sighted people.

Our Colour Consultants are fully conversant with The Building Regulations Approved Document Part M which issues guidance for public service providers who must consider access and usage of a building by people with disabilities as highlighted in the Equalities Act.

If you're involved in creating an environment for partially sighted people, our consultants, with details of your requirements, are able to offer the right options. We will think about partially sighted people navigating unfamiliar areas and how they stop and take visual clues from the space around them.

In addition, our colour consultants can suggest different colour schemes for each floor or department to help differentiate areas of the building. This can assist people with their way finding through the building and help give each area a unique sense of identity.

# 03. Services and our commitment







## Offering assurance

Providing high quality and effective services for our customers is at the very core of our business. Our Specification Development Managers and technical specialists work together to ensure that you are supplied with an honest and comprehensive specification for your project.



This nationwide network of experts boasts a collective body of knowledge that extends to hundreds of years and they are determined to provide construction professionals with all the information and support they need in the ever-evolving decorating industry.

Johnstone's extensive package of technical services sits under the banner of PPG Extra - offering comprehensive advisory and consultancy services that have been developed to guide the full spectrum of specifiers and facilities managers through key issues that affect decorative decisions such as legislation, building regulations, environmental concerns and social responsibility.



## Providing a bespoke solution

NBSPlus

We are fully aware that every project and client has different requirements, which is why we go the extra mile to provide bespoke solutions tailored specifically to your needs.

Whether it is site surveys, working from plans, substrate identification or information on previous coatings, our Specification Development Managers and PPG Extra specialists will provide you with technical guidance to ensure you benefit from sustainable and the most appropriate paint solutions for your project.

After undertaking a comprehensive site assessment to determine the condition, location of existing substrates and areas in need of repair, we will, based on your requirements produce either an NBS M60 or a tailored Johnstone's document. Our tailored specification includes information on products, preparation requirements and application details, life expectancy and the required maintenance schedules for the selected systems in order to help you plan for the future.



## Sharing our knowledge



While we are incredibly proud of our technical expertise, we are certainly not precious about it, which is why we go to great lengths to share our knowledge with hospitality and leisure professionals across the UK.

The most popular and effective way of bringing specifiers and facilities managers up to speed with the practicalities of paint products, while also outlining innovative and legislative developments across the industry, is RIBA approved CPD seminars and PPG training modules.

We are members of the RIBA CPD Providers Network and provide a wide range of seminars that consider issues contained within the core curriculum such as the importance and psychology of colour, decorative fire protection for internal linings, how to extend maintenance cycles, and learning modules such as the decoration of floor surfaces, as well as many more.

If you would like to request a CPD seminar then please contact us at [specifiers.acuk@ppg.com](mailto:specifiers.acuk@ppg.com) and one of our Specification Development Managers will gladly be in touch.



## Supporting you every step of the way

Our dedication to providing first-class support to our customers is unwavering, which is why alongside our Specification Development Managers and technical specialists are experienced customer care experts.

Whether you need a simple question answering, a project visit or have a problem with applying a product, we will guide you through the process with ease, bringing reassurance to you and your clients alike. Balancing industry knowledge with customer support, we can provide advice on everything from the first coat to the finishing touches and beyond - offering the total experience. You can rest assured that Johnstone's is here for you every step of the way.

By involving Johnstone's from day one you can enjoy the peace of mind that you are approaching your project in the best possible way and with first-class support delivering supply efficiencies you can rely on. Our support services include:

- Direct access to customer help line 01924 354100/ppgextra@ppg.com, with rapid response to on-site issues and expert advice.
- Pre and post project planning meetings to ensure project success.
- Application and demonstration of products to customers or clients onsite or at a suitable PPG location.
- Shared responsibility – overall project analysis.



## Extending our commitment

While we pride ourselves on the unrivalled support and technical expertise we provide before and during the construction or refurbishment process, we are just as committed to ensuring you are supported throughout the lifecycle of a building.

We consider ourselves to be an integral part of the supply chain and strive to give you the peace of mind that we are on hand to assist with any query long after the initial construction or refurbishment process is over.

In fact, for as long as our products are protecting the substrates of your building, we will be on hand to provide the first-class support that has made us the leaders in our industry. A fundamental part of this support is our commitment to helping you develop specifications in the future to add value to the building and protect it for even longer.

# 04. Sustainability





## We live sustainability

At Johnstone's we are committed to working towards a greener future and actively ensure that sustainability is core to our business activity. We invest a considerable amount of time and effort ensuring our business minimises its impact on the environment and we take this responsibility very seriously.

As part of PPG Architectural Coatings, one of the largest suppliers of decorative coatings and sundry products in the world, we are proud to strive for successful, enduring relationships with our customers, consumers, employees, shareholders and suppliers – built on reliability, honesty and trust.

The absolute principle behind all our activities is the safety of our operations, the health and wellbeing of employees and product users, and our wider responsibility to the world we share.





## Product



Ensuring our products are environmentally responsible is key to the success of our business and it gives us great pride that we're the only major paint manufacturer in the UK to carry the EU Ecolabel accreditation.

Two years ago we introduced our Ecological Solutions range, which now boasts 14 Johnstone's products that have had their environmental credentials independently tested and verified. These products haven't had to undergo any reformulations in

order to meet the EU Ecolabel criteria – they've always been environmentally friendly.

We are also proud to carry a wide range of water-based products in our comprehensive range, which meet with the VOC (Volatile Organic Compounds) 2010 legislation. These water-based products are the perfect fit for refurbishment programmes at hospitality and leisure facilities, as their quick drying times, low odour qualities and fantastic application characteristics significantly reduce disruption.



In a recent study, 55% of adults polled had "no idea" about how long our coal, natural gas, and petroleum

this crisis is anticipated to last several more years. The slowing of the foreclosure

# Our Guide to Going Green

ite recent reports of several indicators showing

reach the healthy levels we enjoyed a decade ago.

ers gathered last week, the general tone was called "upbeat"

## Reducing Your Energy Usage

Few health issues are as imbued with controversy as whether or not to have increased

quarter.

Brown & Connell's take, which

seasonal response

### Organic

## Environment

As an environmentally responsible business we are constantly looking for ways we can reduce our impact on the environment and we've enjoyed some real success in recent years.

In 2012, we undertook a significant project which has dramatically improved the operating efficiency of our 44 heavy goods vehicle fleet. Our vehicles have now travelled 36,000 less miles, fleet utilisation has increased by 5%, we have used 14,000 less litres of fuel and reduced the CO<sub>2</sub> generated by 37.52 tonnes.

We have also witnessed an 82% reduction in waste of our colourant packaging after switching the packaging from tins to pouches, while our main decorative coatings manufacturing site in West Yorkshire now has a zero waste to landfill policy, which means that all of our waste is reused, recycled or used for energy.



## People

Being a part of PPG, Johnstone's is a people-driven business and we take our responsibility to the local communities in the areas we operate incredibly seriously.

Community initiatives form an integral part of our business and we regularly provide paint donations to charities, community centres, hospitals and schools in order to bring a splash of colour into people's lives. A recent example is our paint donation to Watford General Hospital, where a local artist transformed a previously gloomy area of the children's ward into a vibrant and eye-catching work of art.

We are also committed to nurturing the next generation of talented decorators in the UK through our prestigious Young Painter of the Year competition, which aims to showcase fresh new talent, reward best practice and encourage young people to enter the industry.

In addition, we donate £10,000 every year to charities which are shortlisted by employees of the company and run a charity contributions scheme that recognises people's efforts.



# Talking sustainability

Our commitment to the environment runs throughout every aspect of our business and we pride ourselves on involving staff at every level in our ongoing sustainability drive.

Central to our internal sustainability communications strategy is the quarterly Stepchange bulletin. This information document is designed to keep all of our staff up-to-speed with the latest sustainability news from the business and invites them to play an integral role in our progress towards a greener future.

As a business, we are proud to talk about our environmental credentials which is why we would be delighted to send you a copy of the bulletin every quarter. All you have to do to receive a copy is email [specifiers.acuk@ppg.com](mailto:specifiers.acuk@ppg.com) or speak to your local Specification Development Manager.





Find out more at:  
[www.johnstonestrade.com](http://www.johnstonestrade.com)

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**PPG Industries**

Bringing innovation to the surface.™