

Diamond Range Specifier Guide

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Dulux
TRADE
Trade & Trusted

When you need durability, Diamond delivers





Diamond durability can deliver lower costs and longer maintenance cycles

When you need a finish that can take everyday wear and tear, shrug off stains, withstand constant cleaning and stay looking good for longer, trust the ultra durable Diamond range from **Dulux Trade** to deliver.

Diamond durability has also been shown to help lower costs and meet sustainability targets by extending maintenance cycles and reducing the environmental impact of the decorating process. Furthermore Diamond technology brings all the advantages of water-based formulations: the finishes are quick drying and low odour with low VOC content.

The Diamond range is constantly evolving. There's new **Dulux Trade** Diamond High Performance Eggshell, the most durable Diamond emulsion yet, plus a new **Dulux Trade** Diamond Matt formulation that is even more durable and stain resistant than before, with a flatter matt finish: perfect for hiding surface imperfections.

The difference Diamond durability makes

Durability is a little word that covers a lot of ground. Each product in the **Dulux Trade** Diamond range provides a tough, hardwearing finish – and they are particularly strong when it comes to stain resistance.

Superior stain resistance

In the real world it's impossible to protect surfaces from stains. But the difference between **Dulux Trade** Diamond Matt and our ordinary vinyl matt, for example, is how easily these stains wipe away time after time, leaving the decor looking as good as new.

Superior scuff resistance

In tests new Diamond High Performance has been shown to be 43% more scuff resistant than standard Diamond Eggshell. Extra durability enables new Diamond High Performance to add up to a year to maintenance cycles in super high traffic areas such as reception areas, gym training rooms and busy retail interiors.

The result is a surface that starts looking great and stays looking great for longer, requiring less frequent maintenance over the lifetime of the project.



Durability brings long term benefits for budgets and the environment

What does Diamond durability mean in practice? A superb finish that will stay that way for longer because it can withstand heavy wear and repeated cleaning.

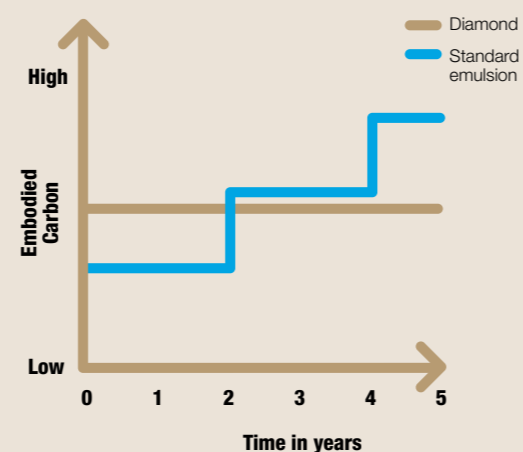
Lowering maintenance costs your preferred way

Many users find that a Diamond finish can retain its original appearance for longer than conventional paints, extending maintenance cycles because surfaces can be repeatedly cleaned rather than redecorated. Others prefer to stick with their existing redecorating schedule, but find that less labour and less paint are required each time. Either way, it adds up to significant cost savings over the life span of the project.



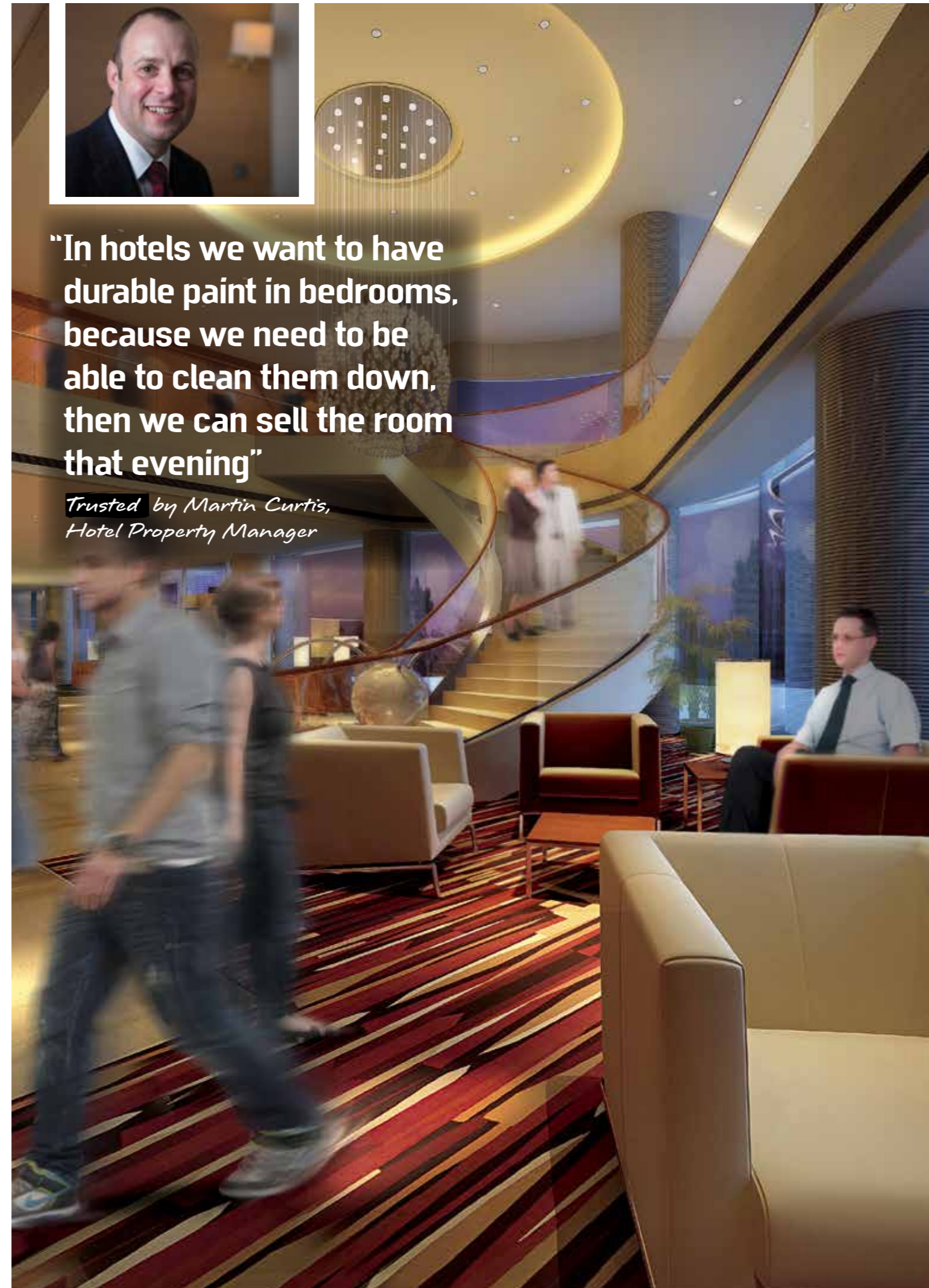
How higher durability can lower environmental impact

Redecorating just twice in ten years, as opposed to every 2 years for standard emulsion, doesn't only lower long term costs, it also reduces the environmental impact of the decorating process. Applying fewer coats of paint over the decade ensures that fewer VOCs enter the environment. Decorators burn less fuel getting to and from the site, and consume less electricity while working. Less paint needs to be manufactured and transported too.



"In hotels we want to have durable paint in bedrooms, because we need to be able to clean them down, then we can sell the room that evening"

*Trusted by Martin Curtis,
Hotel Property Manager*

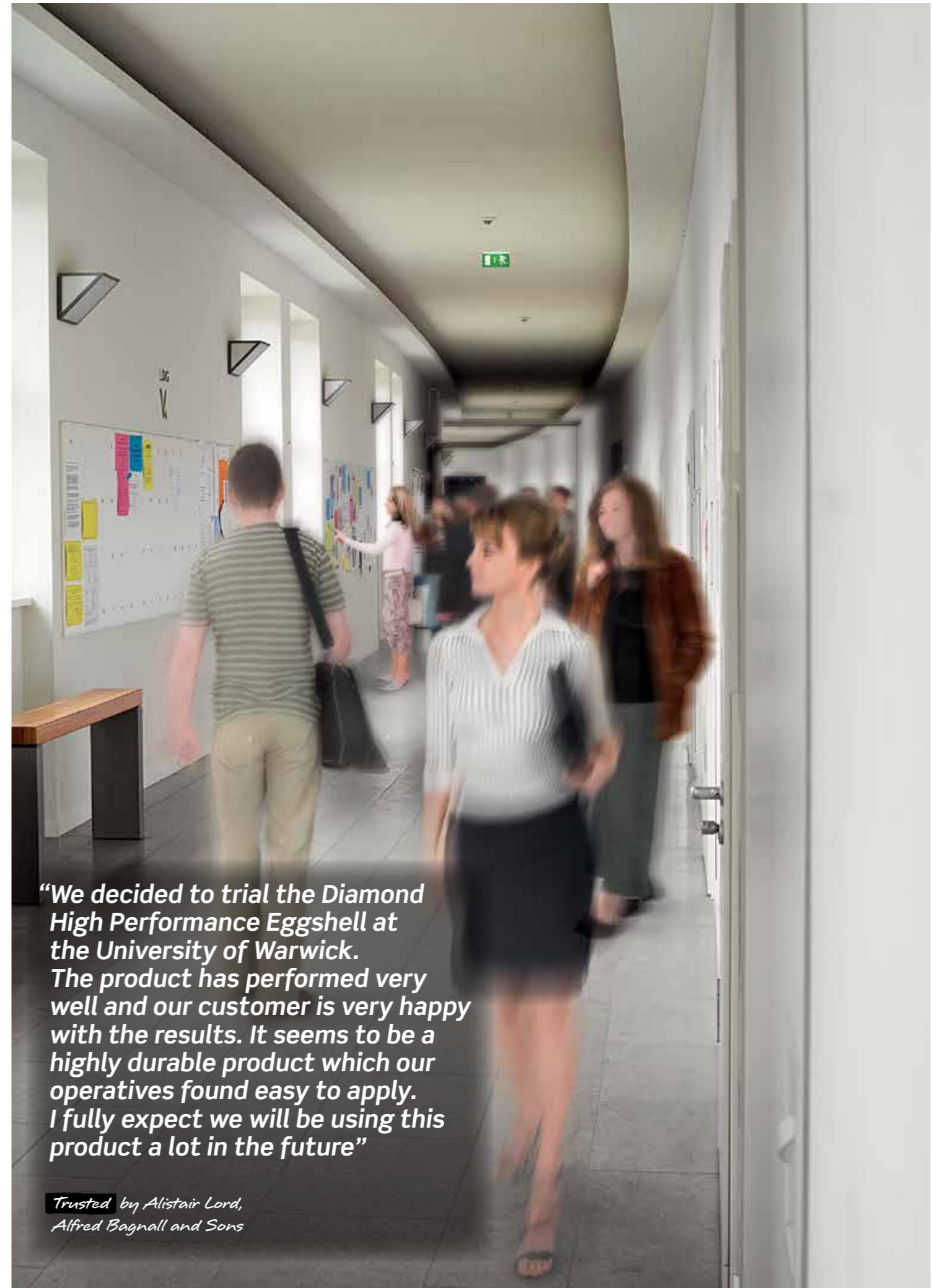


NEW Diamond High Performance

The toughest Diamond eggshell finish yet, New **Dulux Trade** Diamond High Performance is an attractive eggshell finish that is even more durable and scuff resistant than standard Diamond Eggshell. Designed for super high traffic areas, it will withstand repeated cleaning and is 43% more scuff resistant than standard Diamond Eggshell.



Features	Benefits
Most durable Diamond emulsion finish yet	Stays looking good for longer
Stain resistance	Stains and marks easily removed time after time
43% more scuff resistant than standard Diamond Eggshell	Suitable for super high traffic areas
Extra durable eggshell finish	5 times tougher than standard Diamond Eggshell
Water-based	Quick drying with low odour to minimise disruption
Colour availability	PBW, Magnolia and over 3000 colours



“We decided to trial the Diamond High Performance Eggshell at the University of Warwick. The product has performed very well and our customer is very happy with the results. It seems to be a highly durable product which our operatives found easy to apply. I fully expect we will be using this product a lot in the future”

*Trusted by Alistair Lord,
Alfred Bagnall and Sons*

Diamond Matt

With its enhanced formulation, **Dulux Trade** Diamond Matt* delivers even greater durability and stain resistance, keeping that just painted look for longer, even when wiped repeatedly. It is ideal for high traffic areas, including stairwells and hallways. Another improvement is a flatter matt finish, helping to disguise surface imperfections.



*Improved Formula**

Features	Benefits
Superior durability versus standard emulsion	Stays looking good for longer. Suitable for high traffic areas
Stain resistance	Easy removal of stains and marks
Easy to clean	Common stains can be removed
Flatter matt finish	Gives a great matt finish and hides surfaces imperfections
Colour availability	PBW, Magnolia and over 12,000 colours,# including Colour Palette , NCS2, BS Colours and Light & Space



*The improved formulation only applies to PBW, Light Base, Magnolia and Medium base.
#See back page



CASE STUDY: Northampton University

CLIENT: The University Of Northampton, Cottesbrooke, Northampton Business School

As part of a £2 million investment programme The University of Northampton called in **Dulux Trade** to help transform the interior of its Business School.

With a hard wearing finish as important as inspiring use of colour, **Dulux Trade** Specifier Account Manager, Kevin Turner recommended outstandingly durable **Dulux Trade** Diamond Matt for the corridors.

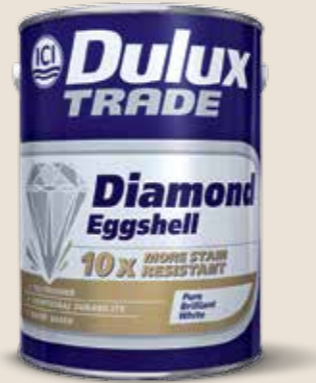
Diamond Matt in **Light & Space** colours was also chosen to bring a brighter, more spacious feel to the classrooms, where a shortage of natural light had previously been a problem.

“The high performance products will ensure the building remains looking great and can be enjoyed by staff and students for many years”

*Trusted by Matthew Waite,
Senior Project Manager, The University
of Northampton*

Diamond Eggshell

Dulux Trade Diamond Eggshell is the ideal finish for interior walls, ceilings and woodwork in places with high humidity such as kitchens and bathrooms, plus communal areas. It provides an eggshell finish that is more durable than vinyl silk and more stain resistant than our standard water-based eggshells. Excellent adhesion makes it excellent for application over surfaces previously painted using solvent-based paints.

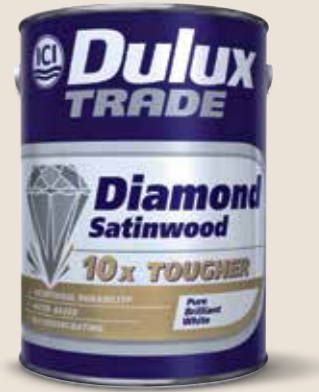


Features	Benefits
More durable than vinyl silk	Stays looking good for longer
More stain resistance than standard water-based eggshells	Easy removal of stains and marks
Humidity resistant	Ideal for kitchens and bathrooms
Eggshell finish	Suitable for interior walls, ceilings and woodwork
Excellent adhesion	Can be applied over existing solvent-based paint finishes
Water-based	Quick drying with low odour to minimise disruption
Colour availability	PBW, Magnolia and over 12,000 colours, including Colour Palette , NCS2, BS Colours and Light & Space



Diamond Satinwood

Dulux Trade Diamond Satinwood is a durable satin finish for interior wood and metal trim. It is far tougher than many solvent-based satin trim finishes, which means that it retains its good looks for longer without yellowing. No undercoat is required for most applications and, like all our water-based finishes, it is quick drying with low odour.



Features	Benefits
More durable than many solvent-based trim finishes	Stays looking good for longer
Satin finish for trim	Mid-sheen finish, alternative to gloss
No undercoat normally required	Time saving
Water-based	Non-yellowing and quick drying minimising disruption
Colour availability	PBW, Magnolia and over 10,000 colours, including Colour Palette , NCS2, BS Colours and Light & Space



Dulux Trade Diamond Glaze

Dulux Trade Diamond Glaze is formulated to perform in busy interior pedestrian and public environments, maximising durability and optimising aesthetic effect with its beautiful clear finish. Proven to be ten times tougher than conventional lacquers and varnishes, its high performance water-based formulation is equally at home on solid softwood or hardwood floors, as well as many other high wear interior wood surfaces.



For bare wood, always specify in conjunction with **Weathershield Aquatech** Preservative Basecoat+ (BP)[†] for optimum performance

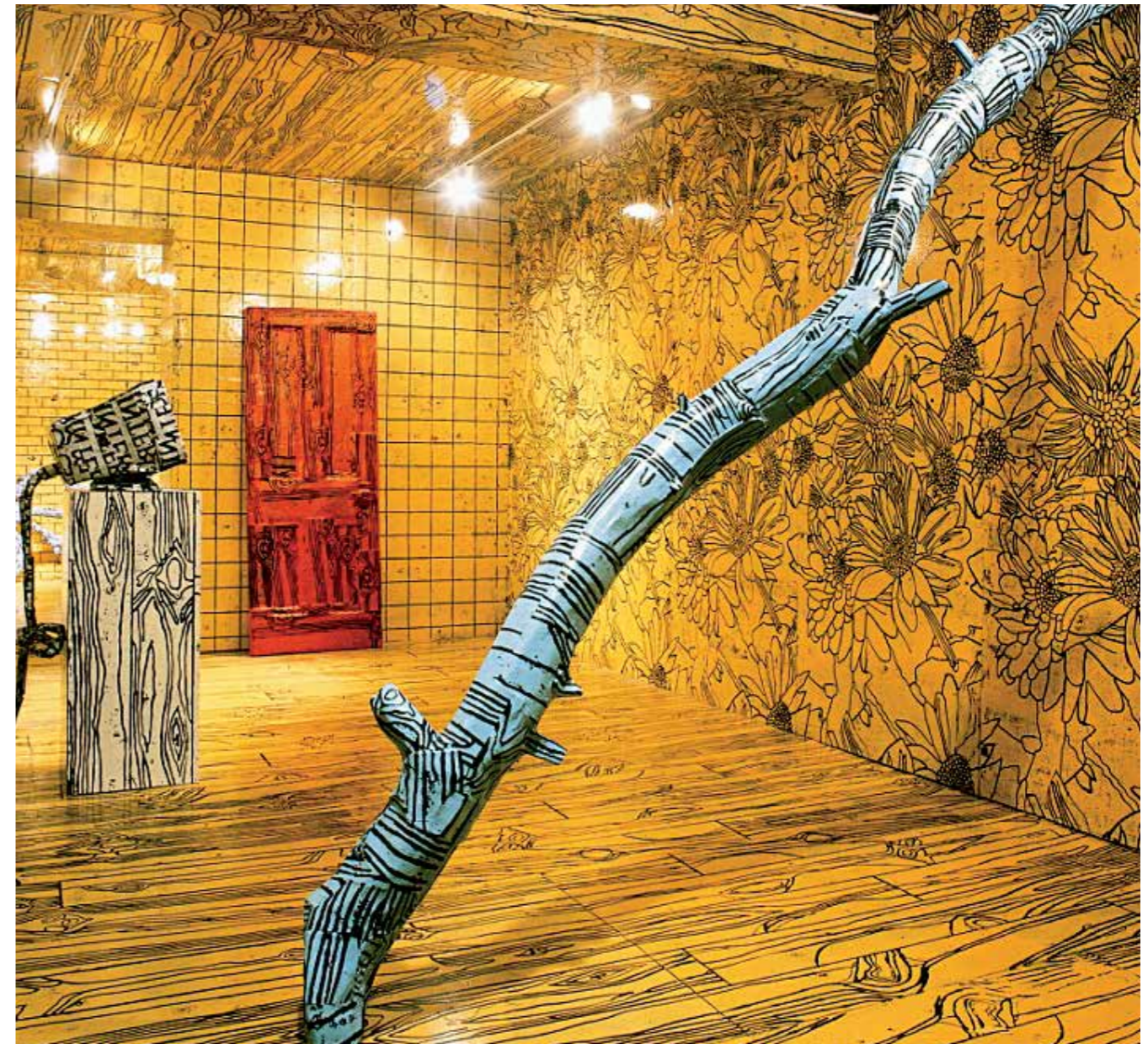
Features	Benefits
More durable than conventional varnishes	Stays looking good for longer
Water-based	Quick drying, recoat in 2-4 hours
One pack system	Improved sustainability
Colour availability	Available in 21 natural and 18 designer colours

Optimum care and protection for interior wood

Dulux Trade brings equally high levels of performance and protection to interior woodwork.



[†]See back page for details



CASE STUDY:

The art of dependability: artist chooses **Dulux Trade** to protect prized artworks

CONTRACTOR: Richard Woods, installation artist

Celebrated installation artist, Richard Woods – famous for his large-scale architectural manipulations as well as hand-printed, wood-cut floors and elevations – has incorporated **Dulux Trade Diamond Glaze** into some of his pieces displayed at the Milton Keynes Gallery.

The glaze has a clear satin finish and is being used to give a protective coat to the floor without detracting from the artwork.

“Diamond Glaze achieves both the look and the durability I aim for”

Trusted by Richard Woods, installation artist

The thousands of visitors who pass through the gallery every week are encouraged to walk over the artworks to appreciate their full effect, so a supremely durable coating was essential.

Emma MacLellan, Head of Development at the gallery, comments “With the help of **Dulux Trade** we can keep the work protected and looking its best for the length of the exhibition and beyond”.

Dulux Trade Diamond range system guide

Wherever the project calls for outstanding durability, with the ability to stand up to repeated cleaning and stay looking good, the **Dulux Trade Diamond** range has the ideal solution. The range is now wider than ever, as it constantly evolves with new products and enhanced formulations.

	Durability level		Broadwall						Trim			
	High traffic areas	Super high traffic areas	Plaster Board		Plaster	Woodchip		Masonry	Wood		Metal	
			Old	New	Dry	Old	New	Old (Primed & Sealed)	General use	New	General use	New
Diamond Matt	✓		✓	✓	✓	✓	✓	✓				
Diamond High Performance	✓	✓	✓	✓	✓	✓	✓	✓				
Diamond Eggshell	✓		✓	✓	✓	✓	✓	✓	✓	✓		
Diamond Glaze	✓	✓					✓		✓	✓		
Diamond Satinwood	✓								✓	✓	✓	✓

Cleaning maintenance for Dulux Trade Diamond finishes

Common stains can be removed by cleaning as soon as possible with a soft cloth and clean soapy water. Work gently, applying just enough pressure to remove the marks, then allow the surface to dry naturally.

Avoid vigorous scrubbing and do not use abrasive cleaners or scourers, as these may impair the finish. Oil based stains and marks from some pens, felt tips and permanent markers may not be completely removed.

Allow 7 days after initial application for full durability to develop. For information about removing specific stains, please contact the Technical Advice Centre on **08444 817 818**.



Using Dulux Trade Diamond colours to create inclusive environments as recommended by The Equality Act

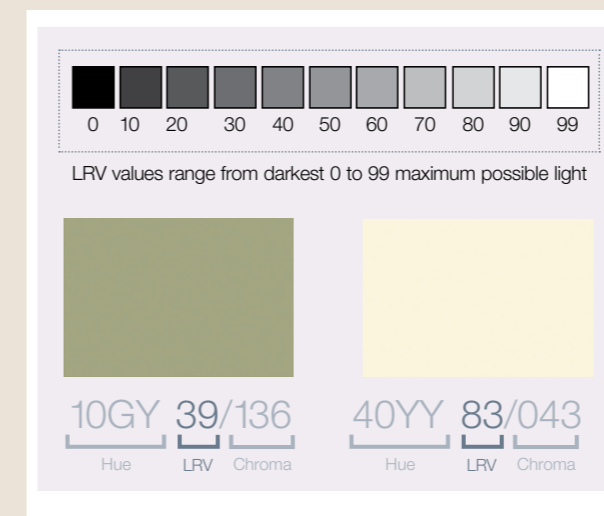
The **Dulux Trade Diamond** range makes it possible to achieve a range of finishes using thousands of colours as well as delivering a highly durable, water-based, quick drying solution. In particular colour can be used to make public buildings as accessible as possible to people with visual impairment, in line with The Equality Act Guidelines.

The Equality Act Guidelines

These Guidelines recommend that neighbouring expanses of colour such as walls and doors are clearly distinguishable through the use of contrasting colours. Approved Document M and BS8300:2001 advise that colours used to differentiate surfaces should vary in their Light Reflectance Value (LRV) by at least 30 points.

What is LRV?

LRV is a 99-point index used to measure the degree to which a colour reflects light. The higher the LRV, the paler a colour appears because it reflects more light. The LRV of every **Dulux Trade** colour is clearly indicated in its **Colour Palette** notation. For example, the colour 87GG 51/291 has an LRV of 51.



Choose from an extensive palette

All paint finishes in the **Dulux Trade Diamond** range are available in a remarkably wide range of colours: the entire **Dulux Trade** palette with the exception of a few deeper shades. This means that whichever product or combination of products you choose, it is easy to meet The Equality Act Guidelines achieving the most durable possible finish.



“Our colour schemes helped students and teachers feel comfortable in their environment”

Trusted by Tiffany Allison-Hall, Senior Colour Designer, Dulux Trade

Providing all the support you need

The range of products and services from **Dulux Trade** is designed to meet the needs of the professional specifier. As part of this we offer a complete and comprehensive range of professional support services.

Site Surveys

Specifier Account Managers can carry out a full site inspection. This will include assessment of the current condition of surface coatings, help with identification of difficult substrates and advice on extending maintenance cycles.

Specification Writing

Dulux Trade offers full specification support tailored to your individual requirements. This will ensure that correct preparation is highlighted and the products specified are the most appropriate for the location, environment and substrate type.

Contract Meetings

Specifier Account Managers can attend pre-contract, project review and post-contract assessment meetings, ensuring collaboration and clear communication from concept to completion.

Site Visits

During the course of the work, if required, site visits can be made to ensure that work is being carried out correctly and in accordance to the specification.

Report to Project Owners

A critical element of any project is minimising down time. Knowing the status of the work in progress and thus keeping control of events is equally important.

The Specifier Account Managers will ensure that Property Managers are kept closely informed about the status of all work in progress.

Colour Service

For larger painting projects, we can offer **Dulux Trade** Colour Consultants who provide help and advice on colour and may use **Dulux** Previews, our unique colour specification software.

Health and Safety

We can help and advise on Health and Safety issues relevant to the use of **Dulux Trade** products.

Waste Management

Waste from completed work can be disposed of safely and quickly with our wash systems and recycling services. **Dulux Trade** can advise on the best solution for your needs.

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Interact with Dulux Trade



Contact Us

For product/Health and Safety data sheets please visit our website www.duluxtrade.co.uk

For more information or technical advice please contact **Dulux Trade** Technical Advice Centre on **08444 817 818**

[#]For availability in very deep colours, please contact the Dulux Trade Technical advice team.

[†]Dulux Trade Weathershield Aquatech Preservative Basecoat+(BP) contains propiconazole and IPBC. Use biocides safely. Always read the label and product information before use.

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