



JOHNSTONE'S TRADE TOWERS ABOVE THE REST AT LYMM WATER TOWER



Standing at more than 100 feet tall, the 19th century Lymm Water Tower is a home and guesthouse located in the heart of Cheshire. Previously owned by North West Water, the standout piece of architecture is now the home of property renovation TV presenter Russell Harris. The building has featured on *Grand Designs* and even made Kevin McCloud's Top 100 *Grand Designs* in the process, while accumulating 11 awards over the years for its impressive design.

Having last been decorated 10 years ago, the building was in need of a fresh lick of paint. Given the prestige of the building, and with such large, broad walls to cover, it called for a flawless, streak-free finish. Johnstone's Trade was able to provide the ideal solution with its latest paint innovation, Johnstone's Trade Perfect Matt.

ACHIEVING A FLAWLESS FINISH

Covering more than 6,500 square feet across six storeys, the internal redecoration of the Lymm Water Tower was an extensive task. The building's modern extension, which contains vast floor-to-ceiling windows around the original water tower, also added an element of difficulty for the team, with natural light flooding the space. This consequently produced an overexposed environment whereby any application marks in the paintwork could be highlighted. JP Jones Painters turned to Johnstone's Trade Perfect Matt to eliminate this risk.

Johnstone's Trade Perfect Matt has been formulated with Smooth Layer technology, which means the paint has a balanced ratio of binding agent, additives and pigments to deliver a flawless, flat matt finish with ease. The unique technology eliminates the impact of visible application marks, such as streaks or overlapping, which can be highlighted by critical lighting – making it the best choice for the team working at Lymm Water Tower.



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“As a professional decorator, it’s vital to produce a flawless finish and this paint does just that,” explains Steve, professional painter and decorator from JP Jones Painters. “It’s exquisite to use and easy to apply. I’ve been a painter and decorator for more than 39 years and this is definitely the best paint I’ve come across and, what’s best of all, there are no streaks, no overlaps and no flashing. Visible application marks just don’t seem to exist.”

“It’s quite an undertaking when you look to redecorate a project of this scale. However, by using Johnstone’s Trade Perfect Matt, we were able to relieve a lot of the pressure,” added Russell Harris, owner of the Lymm Water Tower. “What’s incredible about the product is how it gives you an absolutely flawless finish. Visible application marks are a particular problem when it comes to painting a building like this, especially on such a grand scale when you have enormous expanses of wall exposed to critical lighting. Johnstone’s Trade Perfect Matt worked like an absolute treat and negated the need to worry about these common issues.”

EFFORTLESS SPOT REPAIR

Having such broad wall areas throughout the building meant it was integral that spot repairs could be carried out in small areas where any blemishes needed to be retouched, rather than having to redecorate the entire wall.

Johnstone’s Trade Perfect Matt has been designed for use on spot repairs, ensuring that any repainted areas will blend seamlessly into the surrounding areas once dried. By putting the innovative Johnstone’s Trade Perfect Matt technology to use, Russell and his team were able to ensure that no additional time or budget was required for labour or additional materials, while ensuring a flawless finish was achieved.



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