



Decorating Allowance Scheme

Welcome to Johnstone's Decorating Allowance Scheme

To make life that little bit easier for you and your residents, we've created a simple and effective Decorating Allowance Scheme designed to provide all of the assets necessary to improve the homes of your tenants.

With over 115 years experience in manufacturing trade paint, and with a comprehensive range of specialist, quality

paints to suit all needs, we're committed to sharing our experience and expertise to provide tailored decorative solutions for your residents.

The Johnstone's Decorating Allowance Scheme is more flexible than ever before, giving your residents the freedom to update their homes, their way.



Giving you a unique choice

We appreciate that no two residents are the same, so we've created two different decorating options – Monetary Vouchers and Decorating Packs. Whichever scheme you choose, you will be able to select what each resident will receive based on their individual needs. Our simple and easy-to-use system allows you to tailor each pack depending on the residents' requirements. And as some residents may wish to expand their decorating needs, a discount for those who overspend on materials can also be applied. This discount can be negotiated during contract stage.

Option 1 Decorating Packs

Our all-inclusive, pre-defined packs have been designed to give your tenants everything they need to decorate different rooms within their homes, e.g. kitchen, bathroom, bedroom. To help you determine what should be included in the packs, our helpful team can advise on what products to select based on the type of properties you have. Residents can then redeem their tailored Decorating Packs, which include paint and sundries, at your chosen Johnstone's Decorating Centre.

Option 2 Monetary Vouchers

Vouchers are available in a variety of denominations and can be redeemed at your chosen Johnstone's Decorating Centre. We understand that each resident will have different requirements, so our new system allows you to select the exact value they will receive.



Before you start wallpapering

Preparation

- Using a staining brush, remove surfaces are clean, dry and free from dust and contaminants, such as mould
- Remove any loose flaking paint
- Depending on the wallpaper type, you may need to remove old wallpaper first with a scraping tool
- For glued or self-adhesive wallpaper, use an adhesive to provide a key
- Before application, ensure your wallpaper is unrolled and evenly plastered walls are completely dry
- For best results, cover plastered walls with a 200gsm lining paper in opposite direction to wallpaper

Checklist

- ✓ Check rolls are undamaged
- ✓ Check batch numbers are the same
- ✓ Check all colours match roll to roll and edge to edge
- ✓ Ensure you have sufficient rolls to complete your project
- ✓ Check direction of pattern before hanging

Wallpaper Application

"Measuring Up"

Room Measurement Calculation

If x W = surface area m²

- A 10m x 4m wall is 40m² surface area
= 40m² / 2m roll = 20 rolls
- Measure length of rolls and width of room and multiply them together
i.e. 2m high by 5m wide = 10m²
- Divide room size in m² by m² rolls required
i.e. 10m² / 2m² = 5 rolls
- Designs with a pattern repeat of up to 24cm add 10% to measured roll total
i.e. 10m² x 10% = 11m² = 6 rolls
- Designs with pattern repeat of over 24cm add 15-20% to measured roll total
i.e. 10m² x 20% = 12m² = 6 rolls

Application

- Draw a vertical straight line with a pencil on the wall, using a plumb line to determine how many lengths are needed
- Using scissors, cut lengths from the roll allowing a couple of inches overlap at either end for pattern matching and final trimming
- Apply an all purpose adhesive paste in a Flat Hog wallpaper adhesive evenly to wallpaper ensuring the edges are well soaked
- Fold the length and allow to soak, as per the product roll label instructions
- Position and apply the first length to the marked plumb line and smooth down gently using a Flat Hog paperhanging brush, ensuring all air bubbles are removed
- Trim off excess paper using scissors
- Apply next length, ensuring you match the pattern at the edge, gently finish off the edges with a Flat Hog seam roller
- Remove excess paste from paper with a sponge



5 top painting tips!

1. Prepare all surfaces properly.
2. Select the right paint for the job.
3. Carefully read and follow the instructions on the paint can.
4. Two thin coats are better than one thick coat.
5. Clean brushes and rollers immediately after use in warm soapy water or with Flat Hog brush cleaner.

Painting woodwork

Start by rubbing the wood down with sandpaper to get a smooth surface. Then apply an undercoat (e.g. Johnstone's Aqua Universal) to give a smooth base layer. When the undercoat is dry, the surface will be ready to apply the decorative top coat (e.g. Johnstone's Aqua Glass). To stop the paint forming lines, always brush out towards an edge (e.g. to the edge of a door frame) and use masking tape around any areas you want to protect.

Paint Coverage and Finish Guide

Product	Coverage per litre (m ²)	Recoat (hours)	Paint Finish	Output
WALLS				
Johnstone's Concepts Vinyl Matt	12-16	2-4	Matt	Low
Johnstone's Ultra High Capacity Matt	6	2-4	Matt	Low
Johnstone's Acrylic Durable Matt	17	3-4	Matt	Low
Johnstone's Vinyl Silk Sheen	12-13	3-4	Mid sheen	Low
Johnstone's Acrylic Eggshell	13-13	3-4	Mid sheen	Low
Johnstone's Vinyl Silk	10-12	3-4	Silk	Low
WOODWORK				
Johnstone's Acrylic Satin	12	4	Satin	Low
Johnstone's Professional Gloss	17	10-24	Gloss	High
Johnstone's Aqua Gloss	10-12	4-6	Gloss	Low

Everything at your fingertips

We understand how important it is to build relationships with new and existing residents, which is why our new and improved system allows you to take full control of all communication in-house. This means that not only can you select which allowance option your resident will receive based on their individual needs, but you can also send out a personalised letter highlighting what each tenant will receive.

In addition to this, each resident new to the scheme will receive a Johnstone's Decorating Allowance Scheme 'Welcome Booklet' which includes top tips and advice on how best to decorate their homes and which products to use. This will guide them through the process and help them to make the best choices.

Providing added value



Whilst many residents will be able to visit their local Johnstone's Decorating Centre to redeem their vouchers, we appreciate that some may not be able to make the trip. To meet the needs of these tenants, we offer free delivery on all allowance packages.

For security measures, a Johnstone's representative with identity badge and in a branded Johnstone's vehicle, will deliver the materials straight to your residents' door. The order must be signed for, otherwise a 'sorry we missed you' card will be left with details on how to contact us to rearrange delivery or how to collect the items from their local Johnstone's Decorating Centre at a later date.

Helping you to evaluate your efforts



As measurement and effectiveness is more important than ever, our new system allows you to generate and apply a unique reference to each voucher distributed. Not only does this make the voucher secure so it can not be cloned, but it also allows you to choose how long the voucher remains valid for. The reference enables you to create an auditable trail from when the voucher is released, to the point of purchase, so that you can easily track the redemptions. This function will allow us to build monthly reports on the status of the scheme.

We like to take a personal approach



Our easy-to-use system, which includes a full 'How To' video demonstration means that you can create bespoke packages for each resident, in-house. A simple document will be provided which will allow you to tailor the package on a case-by-case basis. The system will then create whichever option you've selected and will give you the opportunity to personalise the letter each tenant will receive.

The 'Welcome Booklet', which will be available to each resident, also has a changeable touch point on the back that can be easily updated to suit your requirements. Information such as a map showing where the nearest Johnstone's Decorating Centre is, how to place an order, what each resident needs to bring, collections and deliveries and your logo can all be changed accordingly.

Once the resident receives their voucher and 'Welcome Booklet' all they need to do is place their order then visit their local Johnstone's Decorating Centre to pick up their packs or products, or arrange delivery.



Giving you the Johnstone's experience



In addition to the 'Welcome Booklet' each tenant will receive, our team of helpful staff will be ready and waiting to welcome your residents to their local Johnstone's Decorating Centre. Our knowledgeable team will be on hand to share useful tips and advice on the different paint options available to them. From colour matching, to guidance on application, we're here to make decorating their homes an enjoyable and exciting experience.

How to get started

Introducing the scheme to your residents is quick and easy. A Johnstone's representative will visit you with everything you need to get started.

They will guide you through the process, explaining the different allowance options. Within just four weeks you can begin sharing the scheme with your residents.

Whichever allowance option you choose, the administration processes are the same. Products will be charged to your credit account when residents purchase their products and a monthly invoice will be issued.



Get in touch



To find out more about the Johnstone's Decorating Allowance Scheme for your residents and to discuss your individual requirements, please contact us on **01924 354354**.

For more information on Johnstone's products and services, visit **www.johnstonestrade.com**



Find out more at:

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