Dulux Trade Unveils The Masters Series

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Celebrating excellence in the decorating industry

We all like a job well done, which is why Dulux Trade is launching the Masters Series to recognise outstanding decorating work, part of the company's Champions of Colour initiative, launched in September.

Running from 9th September until 9th December 2015, the initiative will seek out *Dulux Trade Masters* - six of the most skilled decorators from across the trade – who will have their work celebrated as well as receive exclusive rewards including a weekend for two in Amsterdam, the home of AkzoNobel.

The Masters Series will showcase exceptional examples from across the decorating industry and offer decorators a chance to showcase the most advanced levels of their skills. Judging will take into account improvement of space, use of techniques and expert use of colour. Consideration will also be taken for entrants who have used their experience to help customers achieve their vision, going above and beyond to deliver the best results.

Samantha Balloch, Marketing Manager, Dulux Trade said: “We understand that every decorating job has its challenges but sometimes incredible skill or determination is required. We want to celebrate the outstanding work that happens every day in our industry, by sharing the lengths that people will go to in order to achieve the greatest finished job, and demonstrate the impact of colour on people's lives and the skill of the people who put it there.

“Some of these modern day painters have a special something; a flair for colour, a skilled approach to how they use it and a desire to leave a lasting impact that makes a difference to the people inhabiting that space. It's these modern masters that we want to celebrate as champions of our industry.”

Both decorators and those who specify their work, for instance Architects who have specified for the project and Project or Facilities managers can submit an entry of the decorator's work to the Dulux Trade Masters series. Submissions can be made viawww.duluxtrade.co.uk/masters with an upload of two or more photos of the finished project and a brief outline of the work they undertook.

Only six Masters are being sought nationally, giving six individuals the once-in-a-lifetime chance to have their hard work celebrated. Each Dulux Trade Master will have their work professionally photographed and they will be promoted across national, regional and trade media, via Dulux Trade's website (www.duluxtrade.co.uk/masters) and Dulux Trade's social media channels.

The Prizes

Each of the six best entries will be awarded:

- A weekend for two in Amsterdam, the home of AkzoNobel.
- A Dulux Trade Masters 2015 finalist logo for use in marketing materials
- An invitation to join Dulux Trade's product testing panel
- Exposure through PR and Dulux Trade communications

To enter or see who has been chosen to be a Master, log on towww.duluxtrade.co.uk/masters or for general information, advice and technical aspects of using colour innovatively, visitwww.duluxtradepaintexpert.co.uk

For further press information and approval of colour separation charges, please contact the Dulux Trade team at Lucre on 020 8741 5900 or Email duluxtrade@lucre.co.uk. Please forward all reader enquiries to: Lucre Broadway Studios 20 Hammersmith Broadway, London, W6 7AF Tel: 020 8741 5900 Email: duluxtrade@lucre.co.uk

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