

CROWN TRADE LINE-UP SCORES AT AMERICAN EXPRESS COMMUNITY STADIUM



After a 14 year wait and having to play in two temporary grounds, Brighton & Hove Albion FC has a brand new permanent home at the stunning 22,500 capacity American Express Community Stadium.

As well as staging football matches the new stadium in Brighton & Hove incorporates first class hospitality and banqueting lounges and facilities for other activities including music concerts, conferences and exhibitions.

The £93 million venue, which has achieved a BREEAM 'Very good' rating, was designed by architects KSS Design Group and was delivered on time and within budget by Buckingham Group Contracting. It was decorated throughout by Brighton & Hove based painting and decorating contractors Everest Miles who used a comprehensive range of Crown Trade decorative and protective coatings indoors and out to deliver the high standard of finish required. All the Crown Trade products were supplied by the Brighton branch of Brewers who provided the full colour tinting and mixing service needed to deliver the architects' wide colour palette.

Ian Everest who owns the painting and decorating business with his business partner Andy Miles said: "We've completed lots of

large sports and leisure projects in our time, but never anything quite on this scale before. We've had teams of men working at the development solidly since May 2010."

The range of facilities, the sheer diversity of interior and exterior substrates to be decorated and the volume of anticipated venue users meant that a wide range of high performance decorative coatings was called for during the project.

Kevin Underwood Partner/Director of Buckingham Group Contracting commented: "The Club specified a very high standard of decorative finish in all areas, and, as with any heavily trafficked sports and hospitality facility, we wanted the assurance of durability and longlasting appearance retention. Crown Trade was a premium professional brand that our decorating contractors were very happy to work with and the product range offered everything we needed!"

Crown Trade Clean Extreme Scrubbable Matt was an obvious choice for broadwall areas most prone to scuffs, scrapes and soiling, with its fashionable flat matt appearance and durable finish that doesn't burnish, even after repeated scrubbing with wet cloths and cleaning liquids.

CASE STUDY



New plasterboard received a coating of Crown Trade Covermatt Obliterating Emulsion followed by Crown Trade Matt Vinyl. Internal blockwork around the stadium was decorated with Crown Trade Acrylic Eggshell, a low odour and quick drying alternative to traditional solvent borne eggshell coatings.

On doors and other joinery Everest Miles used Crown Trade's quick drying general purpose acrylic gloss and eggshell systems. Moving outdoors, into concourses partially or wholly exposed to the elements, Crown Trade Stronghold Smooth Masonry paint was used because of its proven durability, weather resistance and low dirt-pick up.

The Seagulls have now formally taken over the American Express Community Stadium and matches have already been played on the pristine new turf, kicking off with the Senior Sussex Cup final in mid July closely followed by an emotional opening ceremony and a pre-season friendly against Tottenham Hotspurs.

On behalf of the club, Martin Perry Chief Executive said "We wanted a very high quality building and Buckingham Group Contracting, Everest Miles and Crown Paints have achieved an excellent standard of finish which has fully met our expectations. All our supporters who have visited the stadium have been thrilled with their new home and other users of the facilities including corporate guests, banqueting and conferencing customers can enjoy a very high quality environment. We're delighted with the result."

Ian Everest said, "It's been a real privilege to be involved in such a prestigious and high profile project in our home town, and all the more so because Andy and I, and many of the painters and decorators who work for us are avid football fans and season ticket holders with Brighton & Hove Albion. Whilst other Seagulls fans were on tenterhooks waiting to see the club's new ground, we were able to watch it take shape and develop before our eyes and now we know every last inch of the place intimately.

"Our team have done a superb job," he concluded. "We've had full back up from Crown Paints from day one, helping us with product specifications, colour formulations and regular site visits. We've also had great support from Brewers who have gone out of their way to make sure we've had all the products mixed and delivered to site when needed. Working as a team we managed to stay ahead of the game and deliver fantastic results. Let's hope that the Seagulls can do the same this season!"



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