

Claypaint is natural choice for green energy company

Products - Claypaint

Project - Ecotricity retail centre refurbishment

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When green energy company Ecotricity set up a retail centre in Stroud, Gloucestershire, it was keen to demonstrate that sustainable refurbishment is possible, even with a tired concrete building from the 1970s.



The company needed to transform Unicorn House both externally and internally. Its refurbishment presented an ideal opportunity to put Ecotricity's principles into practice, creating an inviting, modern retail space that makes a bold statement about the company itself.

Trevor Saunders, Head of Special Projects at Ecotricity, says: "Our company is all about green energy, of course. But we're also about ethics and sustainability, and putting them at the heart of business and life. We don't see a distinction.

"For Unicorn House we made very specific choices relating to the construction, heating, lighting, power, flooring and decoration to ensure that we minimised our environmental impact as far as possible.

"For the internal paintwork, we recognised there was no stronger statement in the world of environmentally friendly paints than Earthborn. It is an industry leading range with the credentials to back it up, including Ecolabel approval."

Earthborn Claypaint was specified for all internal walls. A neutral colour, Wood Smoke, was applied

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to the main office walls, while individual meeting rooms and open tea points featured statement colours such as Bandstand, Forget-Me-Not, Pink-a-boo, Nellie and Secret Room.

The refurbishment was undertaken by main contractor Stroud Building Company and the paint was supplied by SG Bailey Paints.

Tim Poole, Managing Director of Stroud Building Company, said: "Many of the walls were newly plastered but some had original plaster. They were thoroughly prepared, with all cracks and holes made good and any loose or flaking paint stabilised with Earthborn Wall Glaze. The new plastered areas were given a first coat of Claypaint diluted with 20% water, followed by two top coats, which is our standard practice.

"This was our first experience of Claypaint but we were very pleased with the way it covered and the overall finished effect, with the added bonus of allowing the building to breathe. We would not hesitate to recommend Earthborn to anybody looking for an environmentally friendly way of decorating."

Claypaint is an exciting alternative to emulsion, which is receiving growing recognition every year. It provides a distinctive, soft matt finish with great covering power and performance. Being free of VOCs and harmful emissions, it is safer for your health and the environment. Its extended colour range offers some delightful colour options.

For further information visit
www.earthbornpaints.co.uk



Front page - Unicorn House, the new look retail centre for green energy company Ecotricity in Stroud.

This page (left) - The open tea point area at Unicorn House.

This page (below) - Woodsmoke, a neutral shade of Claypaint, maximises light in the stairwell.

Photos: Mark Walsh, Item 2 Ltd



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info@earthbornpaints.co.uk
www.earthbornpaints.co.uk