

Be at the cut-in edge



Course Prospectus



Welcome

Dulux Academy is the home of painting and decorating excellence.

Our team of leading industry experts delivers learning experiences that celebrate our brand portfolio and proud heritage, showcase products and application innovation and embrace technology.

At every stage of your decorating career, our courses can deliver increased knowledge and understanding, enabling you to meet your personal and professional ambitions.

Learning with **Dulux Academy** is hands-on and engaging, with learning environments designed to maximise your experience, ensuring you gain the most from your attendance. Theory sessions take place in classroom-style rooms where you will be encouraged to share best practice with peers and take part in learning activities that reinforce or consolidate learning. These are supported by interactive demonstrations and, where appropriate, practical application that will enable you to put your new knowledge and skills to the test.

We look forward to seeing you on a course very soon.

Dulux Academy Team

Our training has been divided into four main areas to ensure individuals have access to training to support their personal and professional ambitions.



Product, Application and Innovation

A range of courses to upskill you on the latest AkzoNobel product ranges, new products, 3rd party products and associated application techniques.



Sustainability

A range of courses to develop your understanding of sustainable decorating solutions.



Colour and Design

A range of courses to develop confidence with colour and design, including colour theory, scheming, design principles and AkzoNobel colour tools.



Business Management

A range of courses to develop business or personal skills. These are categorised further under: **Personal Development**, **Commercial Awareness** and **Health & Safety**.

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AkzoNobel is a leading global producer of paints, coatings and speciality chemicals.

Headquartered in Amsterdam, the Netherlands and with operations in over 80 countries, AkzoNobel supplies innovative products from strong consumer brands including Dulux and Sikkens. Our 50,000 employees are committed to producing leading products and technologies to meet the growing demands of our fast-changing world.



In the UK and Ireland the decorative paints business is built on transforming buildings into beautiful spaces. From hospitals to schools, and offices to homes, our products and brands enable our customers to protect, renew and extend the life and appearance of the buildings and spaces around them.

Across all of our brands we are committed to offering a range of high quality paints and coatings that offer true sustainability benefits best suited to our customers' needs. Additionally, we are dedicated to providing services and advice to ensure they can be used safely and responsibly.

The Dulux Story



• After a disastrous attempt to enter the wallpaper industry, Naylor brothers are in financial difficulty.

• 1926 Nobel Chemicals Finishes acquire Naylor Brothers and the newly combined management, production and sales are concentrated at Slough. They are seen as a great employer providing their workforce and their families with food as well as income.

• 1931 the first 'Dulux' alkyd-based synthetic finish is produced, based on new DuPont formulation. The Dulux brand is established, a combination of DuPont and 'Luxury.'

• 1932 the first Dulux paint is introduced to the building trade however, people are suspicious.

• 1948 war proves instrumental to the future success of ICI decorative paints as people soon notice that the buildings painted in Dulux before the war look better than ones painted at the same time in anything else. Production resumes and within four years Dulux has become the leading brand of paint in the professional field.



• 1950 a new era of home improvement and DIY begins. Women who were working in traditionally male-based roles during the war were using their new found skills to do work in the home themselves.



• 1960s, Dulux is the first to offer colour mixing to suit individual's home and style and in 1961, the Old English Sheepdog first appeared in an advert. The dog soon becomes synonymous with Dulux.



• 1970s Dulux remains firmly on the charts for paint, colour and decorating inspiration. Colours including Poppy, Limejuice and Sunshine capture the mood of the decade perfectly.



• 1990s blend and tone were words that featured heavily in Dulux colour guides. By the late 1990s everyone was trying their hands at paint effects including sponging, ragging and stencilling.



• 2000s the property market soured and neutrals dominated the Dulux colour palette. Dulux launches new products, to aid the desire for light and airy spaces, including light and space – revolutionary paint which reflects light. In 2008 Dutch company AkzoNobel acquires ICI Chemicals.



• 2010s Dulux continues to develop its product portfolio to meet the demands of its customers and remains the trusted brand. A new wave of services to aid the consumer and professional applicator are introduced including the Dulux Academy.



• At Dulux we're continuing to work hard to create products and services that that will help us make the world a better place. We're aiming to make our products better for you and the environment than the alternatives available.

1910s

1920s

1930s

1940s

1950s

1960s

1970s

1980s

1990s

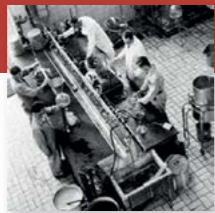
2000s

2010s

2020s

• 1919 end of WW1 Naylor Brothers, a firm of varnish makers, extend their activities to paint production and set up a factory in Slough. Around the same time in Stowmarket, Nobel Chemical Finishes is working on new DuPont formulation paints for the growing motor industry and looks for bigger premises.

• 1929 substantial investment into research, a 'one-bake' undercoat is invented for the motor industry. It's the factory's first alkyd-based product.



• 1939 only a small number of trade merchants stock Dulux. Nobel Chemical Finishes becomes known as ICI Paints Ltd. However, soon after war breaks out and the manufacture of decorative paints is almost completely halted, being replaced by special finishes for the military. The factory is bombed twice but the business survives.



• 1953 at the risk of alienating their loyal trade customers and professional decorators, Dulux launches new paint formulations to the emerging UK retail market.



Whatever the stage of your decorating career, Dulux Academy will be able to support you in meeting your personal or business ambitions.

We've colour coded your career stage. You'll find these colours as a key on the course information pages, so it's easy to find the courses that suit you.



Work Experience

I'm keen to learn more about what's involved in painting and decorating as a career to help me make the right choice for my future.



Apprentice

I can attend a variety of courses to supplement my college teaching and develop speciality skills that are needed by my employer now and in the future. The Apprentice events enable me to meet others in the industry.



Newly Qualified

There is a selection of courses that can assist my continued learning now that I have qualified. This means I am up to date with the latest products and application techniques.



Self Employed

I feel I'm experienced as a decorator. However, the business management and specialist skill courses can assist me in developing my business further.



Small Business Owner

The courses available are focused on supporting me to grow my business through building commercial awareness or through gaining experience of new skills that I can now offer to my clients.



Business Owner

I know that these courses are up to date and delivered by industry professionals. Members of my team who attend will gain knowledge, skills and confidence.



Consultant

I am keen to keep myself up to date with new industry developments and to look for opportunities to give something back to the industry.



Why Learn with Dulux Academy?

We have a team of industry-leading experts to support your training

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We have an extensive range of online courses available so you can access Dulux Academy from wherever you can connect to the internet

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Sustainability and protecting the future of our planet is central to our core principles

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Our bespoke solutions and 1:1 coaching enable you to get the specific training you require

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State-of-the-art facility at our Slough Headquarters

p.11

We have training venues across the UK

p.12

Manufactured for more than 80 years, the Dulux brand has an enviable and established reputation for quality

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We have partnered with City & Guilds and designed a unique qualification that will set you apart from your peers

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We have partnered with a number of leading suppliers and manufacturers in the industry

p.53

We're part of AkzoNobel, the global leading producer of paints and chemicals

p.3



Venues

Training will take place either at our purpose-built facility at the decorative paints headquarters in Slough or at one of our dedicated partner colleges across the UK.

The Slough facility hosts two modern training rooms, which can be used as one main theatre to host large-scale events. These are complemented by a number of colourful smaller rooms aimed at providing delegates with space to share knowledge, generate ideas or explore commercial opportunities.

At the heart of our facility is our Application Arena. This purpose-built space enables the delivery of a range of training activities. Each bay enables individuals to put theory into practice with some of the complex tasks a decorator performs. Our Skills Zone incorporates full room-sets which enable every aspect of decoration to be undertaken.

Spaces around the facility have been designed to highlight our proud heritage, celebrate the history of the profession and provide individuals with experiences that complement their visit.

Decorators and teams can take time to relax in our comfy lounge area, discuss business opportunities or simply challenge each other to a game of pool.

Slough Address – Dulux Academy, AkzoNobel, Wexham Road, Slough, Berkshire SL2 5DS

Telephone - 01753 877 224

Email - duluxacademy@akzonobel.com



Recognising that Slough is not easily accessible to everyone, we are engaging with a network of colleges around the UK, enabling us to provide a national offer of practical-based courses.

Our ambition is that no-one should have to travel more than 100 miles to reach a Dulux Academy location, something that we are actively working towards.

Our partnership with the colleges goes further than just using their facilities. Our partner locations are branded and have the look and feel of our Slough facility and we also offer courses, career talks and product demonstrations to their students and lecturers.

Locations are selected based on suitability for the training being delivered. Detailed information on precise venues and dates for the months ahead can be found on:

www.duluxacademy.co.uk

Qualification

Partnering with City & Guilds, you can set yourself apart from your peers through the attainment of our exclusive **Level 3 Certificate in Colour, Design and Professional Decorating**.

The qualification is split into two units:

- **Unit 1** – Proposing ‘beautiful spaces’ using colour and design to meet customer requirements.
- **Unit 2** – Decorating ‘beautiful spaces’ to professional-quality standards.

This qualification is aimed at experienced painters and decorators already working in the industry. It will provide such candidates with a range of specialist practical skills and knowledge that will allow them to progress further in their careers.

While there are no formal entry requirements, a Level 2 Diploma in Painting and Decorating and/or equivalent industry experience is recommended.

This qualification is suitable for any experienced decorator over the age of 16 years.

What does this qualification cover?

This qualification allows candidates to gain a range of specialist skills in painting and decorating necessary for a professional decorator. The first unit focuses on proposing designs to meet customer requirements and the second on the professional decorating skills needed in order to achieve a quality finish.

The units are designed so that candidates learn all the practical skills involved, as well as getting an overview of how to prepare for and manage decorating projects.

While we can offer unit accreditation, in order to achieve the full qualification, both units must be undertaken.

What opportunities for progression are there?

This qualification allows candidates to progress further in their painting and decorating careers through improving their design and application skills and developing their ways of working.

How do I achieve it?

D The courses that count towards the qualification are marked throughout this prospectus with this symbol.

Courses can be undertaken in any order and the qualification is achieved through the active participation in these courses, a colour and design assignment and successful achievement of the workmanship assessment.

Courses can be booked as one-off events or you can register pre-event for the qualification and gain a discounted rate on all the necessary courses and assessments. You have three years to complete the qualification from date of registration.

Unit 1

Proposing ‘beautiful spaces’ using colour and design to meet customer requirements

- ✓ Understanding Colour Theory and Design
- ✓ Designing Beautiful Living Spaces
- ✓ Colour Tools
- ✓ Presenting Colour to Customers

Unit 2

Decorating ‘beautiful spaces’ to professional quality standards

- ✓ Painting and Decorating Stage 2
- ✓ Perfect Preparation
- ✓ Intermediate Woodcare
- ✓ Sustainable Solutions
- ✓ Water-borne Application

£1,850^{+VAT} full qualification – includes all courses, as above, and registration, certification, administration and assessment.

£350^{+VAT} qualification supplement is required if courses are booked individually – registration, certification, administration and assessment.

£975^{+VAT} – single unit certification only.

City & Guilds



Product, Application and Innovation

“The trainers are really knowledgeable and I picked up lots of great tips!”



Introduction to Paint Ranges and Application



1 day £125+VAT

Overview

This course covers the basic principles of paint technology, core interior and exterior paints, substrate recognition, preparation, application, best practice against British Standards and understanding paint systems.

You will have the opportunity to apply a selection of core products.

This course will...

- Explain the different materials and construction methods used for interior and exterior surfaces.
- Describe the basic formulation of paints and the decoration process.
- Describe the AkzoNobel trade ranges (preparation and coatings).
- Understand where to find out more information, including product data sheets.

For you if...

you are new to application or using the AkzoNobel trade paint ranges or if you have responsibility for buying, selling or specifying products.

Introduction to Woodcare Ranges and Application



1 day £125+VAT

Overview

This course covers the basic principles of woodcare, including timber technology, substrate identification, best practice preparation and application. You will have the opportunity to apply a selection of core woodcare products.

This course will...

- Differentiate between the different hardwoods and softwoods most commonly used in UK construction for both interior and exterior surfaces.
- Describe the basic formulation of woodcare products and various application methods.
- Describe the AkzoNobel Trade ranges and features and benefits.
- Understand where to find out more information including product data sheets.

For you if...

you are new to woodcare or using the AkzoNobel ranges or if you have responsibility for buying, selling or specifying woodcare products.

Introduction to Specialist Ranges and Application Techniques



1 day £125+VAT

Overview

This course provides an overview of the Trade “Specialist Products”. The focus is on the ‘Shield’ range and delegates developing an understanding of why these products are specified, and with appropriate application techniques.

This course will...

- Identify the features of the specialist products and their specific benefits.
- Understand when and where these products should be specified.
- Identify legal requirements (e.g. flame-retardants) and customer needs.
- Develop techniques to apply these products.

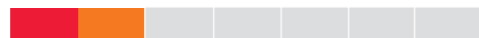
For you if...

you are new to the application or use of the AkzoNobel specialist range or if you have responsibility for buying, selling or specifying these products.





Painting and Decorating Stage 1



1 day £125+VAT

Overview

This course introduces those new to decorating into best practice application and understanding.

This course will...

- Identify a range of common substrates.
- Explain the preparation processes required to achieve quality finishes with both painted surfaces and wallcoverings.
- Develop your skills in application techniques incorporating cutting in, water-borne trim application and roller finishes.

For you if...

you are new to decorating or using AkzoNobel products.

Painting and Decorating Stage 2



2 days £250+VAT



Overview

This course further develops decorating skills, including both paint and wallcoverings. Deals with advanced preparation techniques and various methods of application.

This course will...

- Develop your preparation and painting techniques to include more complex surfaces.
- Provide you with experience of using a range of materials including patterned wall coverings.
- Introduce you to the benefits of spray application and ways of working.

For you if...

you are looking to develop your decorating skills, for example in-house maintenance teams, contractors or shopfitters.

Smart Maintenance



1 day £125+VAT

Overview

This course covers an understanding of maintenance systems, redecoration cycles and reducing the downtime of areas being maintained.

This course will...

- Explain the advantages of adopting a regulated maintenance approach.
- Provide you with insight and practical application to aid smart maintenance.
- Identify the commercial benefits of smart maintenance.
- Highlight the importance of appropriate product selection within maintenance systems.

For you if...

you have responsibility for on-site maintenance within the private or public sector.



Cosmetic Surface Repairs



1 day £150+VAT

Overview

An introduction to the Konig product range that enables virtually invisible repairs to a variety of natural and artificial materials.

This course will...

- Provide an understanding of the surfaces that can be repaired using the Konig system, and how to offer cost-effective solutions to your customers.
- Introduce you to the associated tools and application techniques.
- Enable you to carry out repairs on various materials such as laminate flooring, worktops, PVCu windows, kitchen cupboard doors and more.

For you if...

you are an experienced decorator who wishes to develop a new skill and be able to offer a specialist service to your clients, or you are currently working in the maintenance market and wish to understand new products and application methods.

Perfect Preparation



1 day £125+VAT



Overview

This course covers the importance of best practice preparation, aligned to British Standards, covering both interior and exterior substrates.

This course will...

- Provide you with an understanding of surface preparation standards.
- Provide an overview of various types of preparatory products.
- Develop your skills in a range of filling methods.
- Enable you to use a variety of preparation tools including dust-free sanding.

For you if...

you are looking to develop your preparation knowledge and skills, with traditional and modern methods, in order to provide the optimum surface for a range of decorative products.



Repair Care Trained Contractor



1 day (approx. 6 hours) £99+VAT

Overview

This course will provide you with information about the causes of timber decay and how to identify, assess and repair existing damage.

This course will...

- Explain the causes of timber decay and discuss the various options for preservation and repair.
- Outline the Repair Care systems and associated tools and discuss best working practices.
- Develop application techniques on a range of repairs.
- Allow you to showcase the product and your skills by producing your own prepared sample window section.

On successful completion of the course trained operatives are issued with a certificate, which is often required for specified projects.

For you if...

you are an experienced decorator who wishes to develop a new skill to allow you to undertake basic repairs.



Repair Care Advanced Contractor*



1 day (approx. 7 hours) £250+VAT

Overview

This course takes the Trained Contractor* to the next level, developing techniques for more complex repairs and materials.

This course will...

- Explain repairs using a variety of filling methods for different substrates including metal and stone.
- Use practical sessions to provide the opportunity to undertake more complex repairs, such as those to glazing bars and mouldings, cutting profiled filling blades, and the use of additives and tinting.

All candidates will produce their own display sample and receive a certificate and a personal Repair Care pass card.

For you if...

you are already a Trained Contractor who wishes to extend their knowledge and skill-set to undertake more complex projects.

* Candidates must have already attended the Trained Contractor Course.



Repair Care Refresher



1/3 day (approx. 2 hours) £49.50+VAT

Overview

This Refresher course is tailored to those contractors who have been previously trained and/or whose certificate has expired.

This course will...

- Provide a short summary of the causes and processes of assessing prior to repair, but be mainly devoted to 'hands-on' experience of all the tools and the complete range of Repair Care products, including a reminder of the necessary health and safety requirements.
- Provide an opportunity to try any new products and to discuss any specific issues encountered when using the Repair Care systems.

For you if...

you need a refresher on the use of Repair Care products or your certificate has expired.

Woodcare

It's a great combination of theory and getting hands on

Intermediate Woodcare



1 day £125+VAT



Overview

This course covers further principles of woodcare, including timber technology and identification, design, preservation and application best practice, identification of, and remedies for, typical problems.

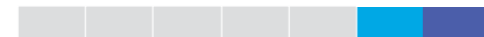
This course will...

- Explain the different timber species most commonly used in UK construction for both interior and exterior surfaces
- Describe the basic formulation of woodcare products and required application methods.
- Describe the AkzoNobel Trade ranges and their different features and benefits.
- Enable you to understand where to find more information, including product data sheets and industry standards.

For you if...

you have been introduced to or have limited experience of woodcare and are looking to increase your knowledge and understanding, or if you have responsibility for buying, selling or specifying and want more detailed information at your fingertips.

Wood Science



1 day £150+VAT

Overview

This course focuses on developing an advanced knowledge of timber, its structure, species variations and typical usage in the UK, for both imported and home-grown timbers.

This course will...

- Identify timber variations within the timber species most commonly used in UK construction.
- Enable you to understand what potential problems can occur with certain timbers and how to avoid them or apply remedial procedures.
- Identify the behaviour of timber in a range of environments.
- Identify where to find detailed information, including reference to independent organisations and standards.

For you if...

you are an experienced user or specifier of woodcare products but would appreciate a more extensive knowledge of a wide selection of timber species and their relative strengths and weaknesses in construction.



Spray



“A great introduction course ideal before you commit to purchasing a unit”

Introduction to Spray Application



1 day £125+VAT

Overview

This course introduces the variety of spray units commonly used within the decorative industry with application focused on the use of both airless and HVLP.

This course will...

- Develop your understanding of the setting up of spray machines including suitable tips/filters and maintenance.
- Highlight potential safety issues when working with spray equipment.
- Develop masking and spray application techniques.
- Provide you with information necessary to enable you to make informed decisions when choosing equipment for your project.

For you if...

you are new to using this application method or require a knowledge refresh.

Advanced Spray Application - HVLP



1 day £150+VAT

Overview

This practical-based course replicates real-life scenarios using HVLP spraying techniques including more challenging surfaces.

This course will...

- Build on your existing skill base with regard to application techniques.
- Enable you to recognise and make appropriate adjustments to avoid application defects.
- Demonstrate different set-ups for various paints and substrates.
- Provide you with the knowledge and confidence to strip down, clean and maintain equipment.

For you if...

your client base is predominantly in the domestic sector and you are looking to develop your skills in furniture and/or cabinet painting.

We would recommend attendance on the Introduction to Spray Application course prior to enrolling on this.

Advanced Spray Application - Airless



1 day £150+VAT

Overview

This practical-based course replicates real life scenarios using Airless spraying techniques including more challenging surfaces.

This course will...

- Develop your application techniques and enhance your knowledge of ancillary equipment.
- Enable you to recognise and make appropriate adjustments according to product and site-specific conditions.
- Demonstrate different tips and filters for various paints and substrates.
- Provide you with the knowledge and confidence to clean and maintain equipment.

For you if...

your client base is predominantly in the commercial or new-build sectors.

We would recommend attendance on the Introduction to Spray Application course prior to enrolling on this.





Wallpapering

A great opportunity to practise using a range of papers and patterns

Wallpapering Techniques



1 day £125+VAT

Overview

This course aims to provide confidence in correct surface preparation and hanging techniques for papering ceilings and walls.

This course will...

- Develop your skills and confidence in measuring and wallpapering techniques, including awkward areas.
- Understand the correct tools and equipment needed for wall papering.

For you if...

you are new to decorating or wanting to enhance your wallpapering skills.

Advanced Wallpapering



2 days £250+VAT

Overview

This courses covers the more advanced techniques of wallpapering, including ceilings, archways and staircases.

This course will...

- Develop your skills and confidence in more challenging aspects of wallpapering.
- Improve your knowledge of the benefits of using specific adhesives.
- Provide you with an insight into more specialist wallcoverings, including foils, silks and grasscloths.

For you if...

you want to develop your wallpapering knowledge, skills and confidence.

We would recommend attendance on the Wallpapering Techniques course prior to enrolling on this.

Wide-width Vinyls



1 day £150+VAT

Overview

This course covers specialist techniques for the installation of contract wide-width vinyl wallcoverings, including awkward areas and joint splicing.

This course will...

- Develop your skills and knowledge of preparation products, techniques and procedures.
- Identify the relative merits of a variety of adhesives and their suitability dependent upon substrate.
- Familiarise you with the specialist tools and equipment required to install contract wide-width vinyl.

For you if...

you wish to develop skills more suited to the commercial market.





Digital Murals and Feature Walls



1 day £150+VAT

Overview

This course provides information, techniques and tips on how to install wallpapers and digital murals to feature walls successfully.

This course will...

- Develop your skills and confidence in measuring and setting out of feature walls.
- Identify the opportunities for the supply and application of digital murals for domestic and commercial use.
- Develop your skills in the application of a range of digital mural formats including a one-piece.

For you if...

you are looking to develop your decorating skills into this on-trend area.

Prior to enrolling, attendance on the Wallpapering Techniques course is strongly recommended.

Lincrusta



1 day £150+VAT

Overview

Appreciated by generations of decorators, Lincrusta has been in use since its launch in 1877. Lincrusta is a classic, historical wallcovering made from totally natural materials and with the same care and attention to detail as when it was first produced over 100 years ago.

This course will...

- Develop your skills in this more challenging of wallcoverings.
- Understand the importance of setting out and measuring.
- Understand the correct tools needed for successful installation.

For you if...

you have a general interest in historical wallpaper work, you want to move into period property work or you want to offer a traditional alternative to modern decorating.



Coving and Cornices



1 day £150+VAT

Overview

This course covers the techniques needed for the successful installation of ceiling roses, dado rails, decorative mouldings and coving, using the premium quality lightweight products from NMC-Copley.

This course will...

- Provide an introduction to the NMC-Copley range of products.
- Understand the correct tools needed for a successful installation.
- Develop your skills in measuring, setting out and installation of covings, cornices and decorative mouldings.

For you if...

you want to add a new skill set or are looking to offer a more rounded decorative service.



Craft Skills

It's great to see the traditional skills still being taught with a modern twist!

Urban Effects



1 day £150+VAT

Overview

This course enables you to transform spaces using decorative painting effects creating faux finishes to replicate urban materials such as concrete, rusty metal and leather.

This course will...

- Provide you with the skills that will enable successful application techniques to achieve required effects.
- Show you how to create a selection of urban paint effects, including faux stone, concrete and rusty metal sheeting.
- Use tried-and-tested Dulux Trade colour, product and application methods that ensure consistent results.

For you if...

you are a decorator, shopfitter or contractor looking to create a point of difference using a range of premium aesthetic painted effects using Dulux Trade products.

Organic Effects



1 day £150+VAT

Overview

This course enables you to transform spaces using decorative painting effects creating faux finishes to replicate organic materials such as bark, fabric and stone.

This course will...

- Provide you with the skills to enable successful application techniques to achieve required effects.
- Show you how to create a selection of organic paint effects.
- Use tried-and-tested Dulux Trade colour, product and application methods that ensure consistent results.

For you if...

you are a decorator, shopfitter or contractor looking to create a point of difference with a range of premium aesthetic painted effects using Dulux Trade products.



Marbling and Graining



1 day £150+VAT

Overview

This course covers the fundamental methods and techniques to create with confidence a range of faux/designer marbles and commercially acceptable faux timbers.

This course will...

- Develop understanding of the different processes, techniques and products required to achieve the desired effects.
- Allow you to create a range of wood effects including replicating Oak and Teak.
- Allow you to replicate Carrara marble and design a unique marble effect to complement existing colour schemes.

For you if...

you are seeking to develop your skills in this specialist craft.

Gilding



1 day £150+VAT

Overview

This course covers the fundamentals of gilding, including preparation, application and an awareness of the variety of materials available.

This course will...

- Explain the different types of gilding tools and materials available.
- Develop your knowledge of specific requirements for surface preparation.
- Identify the essential fine brush skills needed for intricate and accurate application.
- Enable you to apply both leaf and metallic powder.

For you if...

you are seeking to develop your skills in this specialist craft.



Bespoke Solutions

While this prospectus endeavours to cover as many aspects of the painting and decorating trade as possible, it is quite possible that your own particular requirements cannot be met by one of our “off-the-shelf” courses. For this reason, we are delighted to provide the opportunity to customise or combine courses to deliver a tailor-made training solution that meets your needs.

If there is a topic that does not appear to be available, or you have a particular combination in mind, our Training Consultants are available and would be happy to discuss the delivery of specific solutions, which may vary from ½ day upwards, at a mutually convenient date and venue. Costs for these courses will be priced accordingly.

Throughout the year Dulux Academy will also host a number of events and activities aimed at professionalising the industry and promoting painting and decorating as a career. These may include work experience events, apprentice masterclasses and student placements.

The facility and team's expertise also makes for a great corporate team-building event.



Sustainability

It's made me think about the impact product choice and my actions can make on the environment



Sustainability Credentials

In October 2013, AkzoNobel launched Planet Possible, our renewed commitment to sustainability: working together with our customers and suppliers to deliver more value from fewer resources.

Why Planet Possible?

Dynamic and successful organisations recognise the need to future-proof against challenges such as resource scarcity, spiralling energy costs and material shortages that will otherwise severely affect business viability. Responsible businesses also recognise the vital role that they must play in creating a lower carbon, more equitable future for all. Sustainability leaders seek to turn these challenges into opportunities to bring more value to customers and to society in general and, as a result, become even more successful.

Planet Possible is designed to drive innovation and promote radical efficiency, and inspire and equip employees, customers and suppliers to realise new possibilities. It represents the next significant leap forward in the company's ongoing journey to connect value creation with resource efficiency.

AkzoNobel Decorative Paints UK was the first company in its sector and one of the first four organisations globally to be awarded all of the Carbon Trust Standards for Carbon, Water and Waste reduction.





Sustainable Solutions



½ day £75+VAT



Overview

This course covers the principles of Sustainable Solutions within the painting industry.

This course will...

- Identify and explain the differences within paint and AkzoNobel coating systems, in order to allow an informed decision when recommending or specifying paint products.

For you if...

you are an experienced decorator, contractor, business owner or specifier looking for ways to switch to more sustainable product choices.

Water-Borne Application



½ day £75+VAT



Overview

This course covers best practice and real-life preparation and application of water-borne coatings, focusing mainly on trim finishes.

This course will...

- Have a highly practical bias, and include application hints and tips of best practice to achieve fantastic finishes with water-borne trim paints.

For you if...

you are an experienced decorator or contractor wishing to develop existing skills, or create new ones.



Colour and Design

An amazing course. I'm really looking forward to advising my customers on colour

Understanding Colour Theory and Principles



1 day £125+VAT



Overview

This practical course covers the basic principles of Colour and Design. It combines science, theory and colour scheming with practical skills to unlock the full potential of an interior decorating scheme.

This course will...

- Explain the theory of colour and help you understand how the colour wheel works.
- Identify different colour schemes and know how to create them with confidence.
- State the differences between colour moods/families and show how to use them with confidence.
- Explain how light affects colour.
- Help you to understand the customer journey and their needs.
- Describe and explain Dulux colour tools and how to use them.

For you if...

you want a good foundation of colour knowledge for design and decorating.

Designing Beautiful Living Spaces



2 days £250+VAT



Overview

Covering Colour and Colour Scheming in depth, it includes: Colour Science, Theory, Culture, Language of Colour, Colour Scheming, Colour and Light, Colour and Space, Neutrals, Creative Colour and Decorating Techniques, Customer Needs and Dulux Colour Tools and Inspiration.

This course will...

- Develop your understanding of the cultural context of colour.
- Explain the Dulux Language of Colour.
- Identify a wide variety of colour schemes and show how to create them.
- Create colour and decorating schemes with confidence.
- Describe the affects of light on colours, including natural and artificial light.

For you if...

you are looking to develop your confidence, skills and knowledge of colour in design.

Sector Specific Schemes



1 day £125+VAT

Overview

This course covers the use of colour in different sectors of industry: Education, Healthcare, Hospitality and Social Housing.

This course will...

- Help you to understand the specific colour and design needs within each sector.
- Explain the Dulux Trade offering for each sector.
- Explain Dulux colours and finishes recommended for each sector.
- Explain how Dulux Trade can help to create inspiring environments for buildings within each sector.
- Explain the role of Dulux Commercial Interior Design Service within each sector.
- Identify Dulux Trade tools and customer support available for each sector.

For you if...

you specify colour for commercial projects.



Colour Futures



½ day £75+VAT

Overview

This course covers the process and details of AkzoNobel Colour Futures trend forecasting and the work of the Dulux Colour team experts. It includes how ranges are created and colours named, the 'Alchemy' process and creation of the Colour Guide.

This course will...

- Explain what Colour Futures is and what its role is within the Dulux business.
- Enable you to develop a deeper understanding of the Colour Futures trends and colour palettes and how to use them.
- Provide you with understanding of the 'Alchemy' process of how colours are selected and named.
- Develop your awareness of what goes into the production of the Dulux Let's Colour Guide.

For you if...

you wish to develop your interest in the latest UK and global colour and design trends.

Colour Tools



1 day £125+VAT



Overview

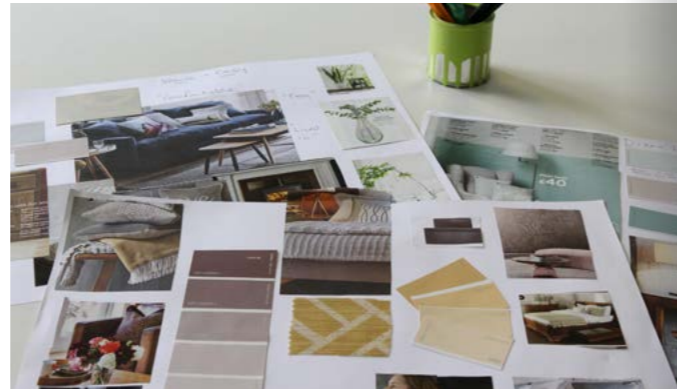
This course covers Dulux Trade colour tools including CP5 (Colour Palette 5), Heritage, Professional Colour Guide and Digital tools.

This course will...

- Explain the individual characteristics of Dulux Trade colour tools and how they work.
- Explain the function and benefits of each for specific customers.
- Explain how to use the functions within the Dulux Trade Paint Expert Apps (including for Specifier and for Interior Designer) and how to use the Visualizer.
- Explain the Dulux Heritage colour range, understand its characteristics and show how it can be used to create inspiring decorating schemes.

For you if...

you want to learn more about the potential of current digital and physical colour tools in your business.



Presenting Colour to Customers



1 day £125+VAT



Overview

This course covers the skills needed to advise, create and present colour schemes to a wide range of customers from homeowner to the commercial sector.

This course will...

- Explain colour scheming, language and groups.
- Explain customer needs for each sector.
- Explain colour trends and how they influence choice and recommendation.
- Explain Dulux Colour Scheming tools and how to use them.
- Develop digital and physical presentation techniques.

For you if...

you want to increase your business potential in the area of colour and design advice for customers.

Colour and Legislation



½ day £75+VAT

Overview

This course covers the use of Colour and Contrast in public buildings in accordance with the Equality Act guidelines.

This course will...

- Explain Dulux colour notation.
- Explain the principles of LRV in terms of Dulux colour.
- Explain Colour and Contrast in the context of public buildings and the Equality Act guidelines.
- Explain and use Dulux Colour and Contrast digital tools.
- Create colour schemes which comply with the Equality Act guidelines.

For you if...

you specify colour for commercial projects.

Colour in History, Culture and Communication



½ day £75+VAT

Overview

This course covers the meanings and use of Colour in History, Culture and Communication.

This course will...

- Outline the historical context of colour and its use to communicate ideas and beliefs.
- Provide a deeper understanding of colour as a tool of non-verbal communication across different cultures.
- Explain how colour affects every aspect of human life.
- Help you understand the power of colour as a tool for expression, communication and transformation.

For you if...

you are looking to develop your confidence, skills and knowledge in the culture and history of colour.





Business Management

“They really care about helping me build a better business”

Winning and Keeping Customers



1 day £225+VAT

Overview

This fast moving workshop uncovers the key principles to win over new customers, and importantly, to keep your current ones coming back again and again. It explores how you can positively influence the behaviour of your customers and develop your personal brand reputation to achieve business success.

This course will...

- Show you how to be the kind of person customers like to buy from.
- Illustrate how to differentiate yourself from others and achieve personal success.
- Explain how to personalise your sales pitch and match customer needs with your product or service.

For you if...

you want your create a brand of customer service your customers will recognise and want to keep coming back to.

Selling Through Service



1 day £225+VAT

Overview

Most of us hate being 'sold' to, where a pushy salesperson tries to convince us to buy whatever they're selling. It may bring a short-term sale, but it rarely creates a long-term customer. This highly practical workshop focuses on how to manage your customer's experience and consistently exceed their expectations at key points of contact. Let your exceptional service drive your sales.

This course will...

- Show you how to influence positively those critical points of customer contact.
- Illustrate how to create a great first impression and connect with your customers.
- Teach you how to apply the skill of asking the right questions to get what you want.

For you if...

you want to improve your face-to-face service skills and win more business.

Smart Selling



1 day £225+VAT

Overview

You're skilled in your trade and already offer great service so why is it that more customers don't say "yes" to what you're selling? This interactive and fast-moving workshop provides valuable techniques and insights on how to apply a structured approach to your selling, influence customer buying behaviour and grow your business sales.

This course will...

- Show you how to drive sales by delivering great service to your customers.
- Illustrate how proven strategies can influence your customers to make that purchasing decision.
- Advise how to grow your sales by applying best practice techniques.

For you if...

you want to learn how to sell your services effectively and build an ongoing pipeline of future work.



Marketing with Social Media



½ day £75+VAT

Overview

When used effectively, Social Media platforms can transform your business and allow you to reach new opportunities. However, if used inappropriately they can adversely affect your business and damage its reputation. This course will provide you with the information needed to create a business Facebook presence, to win new business and charge what you are really worth!

This course will...

- Demonstrate exactly how Facebook can help you with your business.
- Develop your current Facebook profile starting with what's already working for you.
- Provide you with a clear plan of action for managing and maintaining your presence in a time-effective way.

For you if...

you'd like to increase your understanding and presence on social media.

Website Creation



1 day £250+VAT

Overview

On this one-day workshop you will build your own five-page professional website, using the key content gathered in your pre-work and learn how to maintain and update it.

This course will...

- Provide a framework for your pre-work to gather your key content for your website – Homepage/Our Work/About Us/Contact.
- Show you how to refine your key customer messages using standard marketing templates and create professional images for your website using Canva.
- Walk you through building each of your pages in Squarespace.
- Show you how to create and manage a blog to showcase your customer case studies.
- Show you how to connect your domain to the Squarespace domain.

You'll leave with a professional website you have built yourself, supported by the ability and confidence to maintain and update it when required.

For you if...

you'd like a simple but beautiful website which you can manage yourself. You need to be comfortable using a computer generally and be prepared to undertake some pre-work ahead of attending.



Money Matters



1 day £225+VAT

Overview

Most businesses that fail are actually profitable, they simply run out of cash. This practical course focuses on developing commercial and financial awareness to enable you to make more informed business decisions and plan for future success.

This course will...

- Interpret and make sense of business accounts.
- Show you how to get your pricing right and make the profit you deserve.
- Help you create a business plan to drive business success.

For you if...

you want to make a tangible difference to your business, understand your accounts and make the profit you deserve.

Powerful Communication



1 day £225+VAT

Overview

Almost everything you do in your business requires you to communicate something to someone, so getting it right has a big payback. This course will increase your self-awareness about how you and other people prefer to communicate and introduce some subtle yet powerful techniques to significantly enhance your skills as a communicator.

This course will...

- Show how to flex your communication to enhance relationships with others.
- Enable you to use the most powerful communication skills.
- Help you read the key non-verbal signals in other people.

For you if...

you want to use your interpersonal skills to build positive relationships and recognise the key signals of body language.

Personal Effectiveness



1 day £225+VAT

Overview

By developing your personal effectiveness you will get a better grip of your time and reduce stress, kick-start your thinking to create innovative ideas that give your business the edge, and be the person who people remember – for all the right reasons!

This course will...

- Help you effectively manage your time and priorities.
- Show you how to generate fresh perspectives and innovative ideas.
- Advise how to build yourself a positive profile and impact with others.

For you if...

you confuse being busy with being productive, tend to do things in the same way and struggle to come up with new ideas, and need to create a positive impression with your customers and colleagues.



Health & Safety



The training provided is up to date with industry regulations

Emergency First Aid



1 day £85+VAT

Overview

Candidates successfully completing this course will be entitled to act as a first aider in the workplace. This course complies with the Health & Safety (First-Aid) Regulations 1981 (Appendix 6 Content of an Emergency First Aid at Work (EFAW) Course).

This course will...

- Provide you with an overview of the roles and responsibilities of a first aider, including; cross infection; recording incidents and actions; use of available equipment.
- Develop your knowledge and skills on how to treat unconscious casualties (including seizure); cardiopulmonary resuscitation; choking; wounds and bleeding; shock; minor injuries (including small cuts, grazes and bruises, minor burns and scalds, small splinters).

For you if...

you require a first aid qualification. Successful candidates will be awarded the FRFA Level 2 Emergency First Aid at Work certificate valid for 3 years.

Understanding CDM



1 day £125+VAT

Overview

The Construction Design & Management Regulations (CDM) are the regulations for the management of safety, health and welfare on a construction site. This course provides an understanding of these regulations.

This course will...

- Provide you with an understanding of the requirements under the 2015 CDM regulations.
- Identify your role within the regulations and the roles of those you are in contact with, including clients, contractors and designers.
- Develop your awareness of documentation required under the regulation.

For you if...

you are unsure of the CDM rules and your roles and responsibilities within these regulations.

Asbestos Awareness Category 'A' Training



Online £30+VAT

Overview

Asbestos has hit the headlines in the past, as it's notoriously bad for human health, yet many buildings still contain it in some form. This important training raises awareness of the dangers of coming into contact with it so that you can keep yourself and others safe.

This course will...

- Describe the risks and effects of exposure to asbestos.
- Outline the types of asbestos and explain where they and asbestos-containing materials (ACMs) are likely to be found inside buildings and plants.
- Demonstrate awareness of how to find information about the presence of asbestos before starting work.
- Describe which procedures to follow if unintentional contact is made with ACMs and have knowledge of appropriate emergency procedures.

For you if...

you want to increase your knowledge of ACMs.





IPAF Operator Courses

The International Powered Access Federation (IPAF) promotes the safe and effective use of powered access worldwide.

Those who successfully complete IPAF training are awarded the Powered Access Licence Smart (PAL) card, the most widely held and recognised proof of training for platform operators.

The Smart PAL card is valid for five years and shows the machine categories that the operator has been trained on. It also features the holder's photo and signature, and can be verified on IPAF's website.

www.ipaf.org



IPAF Operator



Overview

These courses will instruct an operator how to prepare and operate various types of Mobile Elevating Work Platforms (MEWPs).

By the end of these courses delegates will;

- Be aware of the relevant Health & Safety regulations.
- Be aware of accident prevention and control.
- Be aware of the needs of personal protection.
- Be aware of the need to refer to the operating manual.
- Be able to drive the MEWP safely and manoeuvre the machine as required, as well as correctly position and carry out the required tasks in a proper manner, inside and outside a building.

For you if... you operate a MEWP or are looking to renew your operator licence.

1 x Category £180+VAT (max 6 delegates)

2 x Category £230+VAT (max 4 delegates)

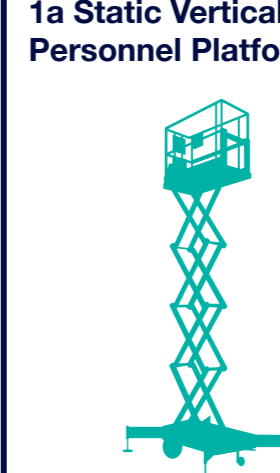
1b Static Boom



3a Mobile Vertical



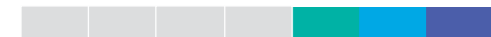
1a Static Vertical Personnel Platform



3b Mobile Boom



IPAF MEWPs for Managers



1 day £150+VAT

Overview

This essential training is for anyone who supervises or plans working at height.

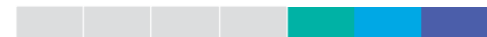
This course will...

- Illustrate the importance of pre-use checks and daily maintenance carried out prior to commencing work.
- Give you an understanding of the regulations relevant to MEWP usage.
- Explain how to use the correct emergency procedures, capacities and limitations to enable safe operation.
- Help you understand how to select MEWPs and fall protection equipment correctly.

For you if...

you are a project manager, site manager, supervisor, team leader or other on-site personnel responsible for supervising MEWPs. Business owners and managers who have MEWPs operating on their premises. Health & Safety managers with a responsibility for on-site safety sales staff, site surveyors and any other employee advising on powered access use.

IPAF PAL+



1 day x 1 category £250+VAT

1 day x 2 categories £325+VAT

Overview

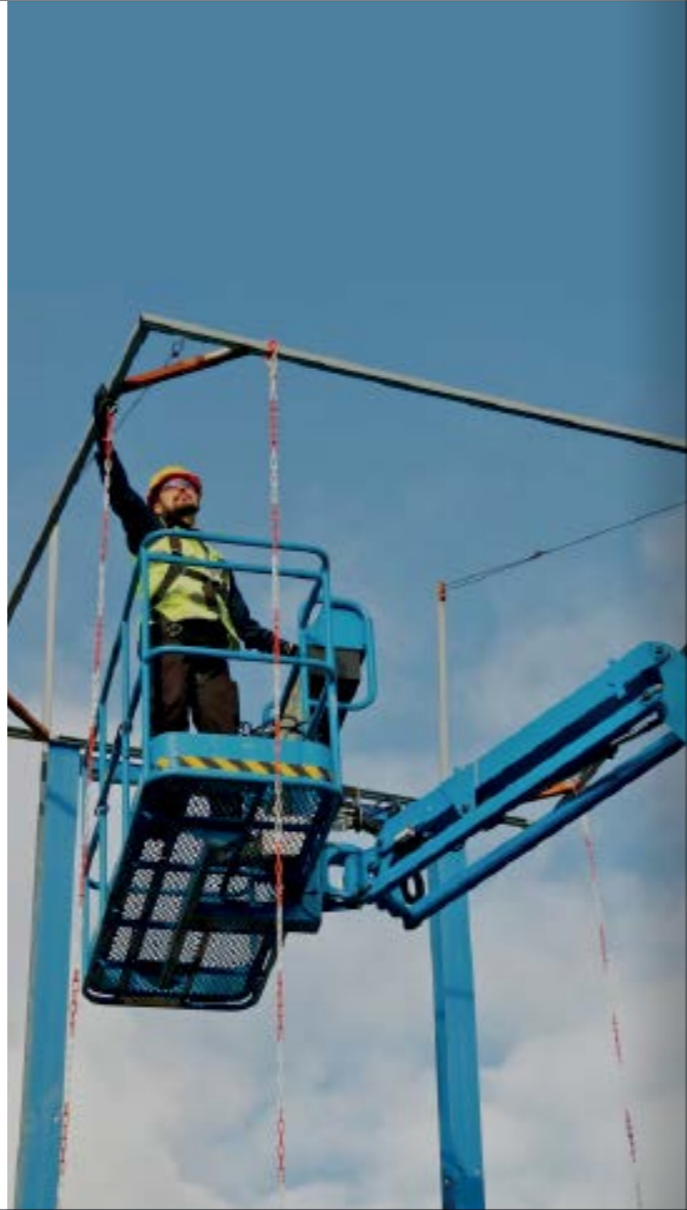
The IPAF PAL + is an advanced powered access training course delivered through both practical training and testing alongside classroom tutorials, written tests and an interview to test operator knowledge with an emphasis on practical skills. Successful completion will allow you to operate in higher-risk areas and environments such as steel erecting.

This course will...

- Provide guidance and be tested on safe work at height in challenging environments.
- Allow you to experience practical testing to overcome 'real life' challenges.
- Develop your knowledge through classroom training.

For you if...

you already have obtained your IPAF PAL card in an applicable category.
Available for 3a, 3b and 1a, 1b machine categories.



PASMA Standard Access Tower



1 day £325+VAT

Overview

Designed for managers, supervisors and operatives who may need to construct, use and inspect Mobile Aluminium Towers (MATs).

This course will...

- Develop your understanding of how to construct and deconstruct MATs safely.
- Enable you to carry out full safety inspection of towers.
- Develop an awareness of hazards associated with towers and the associated safety regulations.

For you if...

you are new to working with MATs or require a refresher.



PASMA Low-level Tower



½ day £95+VAT

Overview

Designed for managers, supervisors and operatives who may need to construct, use and inspect units under 2.5 metres of height.

This course will...

- Develop your understanding of safe assembly, dismantling and relocation of low-level access units.
- Provide information on the legislation and regulations affecting working at height and using low-level units.
- Develop an awareness of the hazards associated with low-level units and the management of inspection records.

For you if...

you are new to working with low-level access units or require a refresher.

PASMA Combined



1 day £210+VAT

Overview

Designed for managers, supervisors and operatives who may need to construct, use and inspect standard and low-level access units.

This course will...

- Develop your understanding of safe assembly, dismantling and relocation of low-level access units and Mobile Aluminium Towers (MATs).
- Provide information on the legislation and regulations affecting working at height and using both access units.
- Develop an awareness of the hazards associated with low-level units and MATs and the management of inspection records.

For you if...

you are new to working with both low-level access units and MATs or require a refresher.



Meet the team



Matt Gray

Following completion of his 5 year P&D Apprenticeship Matt started his own business boosting his income with part-time lecturing at his local college. He specialised in special effects with his marbling and effect finishes being used on a number of high profile projects.

Joining AkzoNobel's training team in 2003, Matt has undertaken technical product knowledge training across the globe. He now brings his 29 years of industry experience to the Dulux Academy.



Tony Pearson-Young

Upon leaving school, Tony gained an indentured apprenticeship with a commercial painting contractor in Manchester, and quickly realised he had a passion and a skill for painting and decorating, which led to an Advanced City & Guilds - with Distinction. Ten years later he started his own business and has received a number of industry awards and accreditations.

Thirty years on, his passion and a pride for painting and decorating are as strong as ever, as he looks to share his knowledge and pass on skills to course attendees at the Dulux Academy.



Mark Rigby

Following a four-year apprenticeship, combined with college attendance, to gain his City and Guilds Certificate in Painting and Decorating and Advanced Craft, Mark set up his own decorating business covering all aspects of the industry including domestic, commercial and new build.

Mark's reputation grew and his work has allowed him to be involved on numerous projects, nationwide and abroad. During a highly successful career he has won a number of industry awards and now brings over 30 years of experience into the Dulux Academy.



Chris Wingrove

Chris's career started in analytical chemistry, but after 25 years in the industry he has built a richly deserved reputation as an expert in woodcare and timber knowledge, in addition to problem identification and resolution.

While he is the first to acknowledge his strengths are not in the actual application of products, Chris brings valuable knowledge and a wealth of experience to the Dulux Academy.



Vickie Mather

Vickie holds a Masters Degree in Strategic Human Resource Management & Development and has 20 years of experience in learning and development. Since 2015 she has led the development of the Dulux Academy, growing a team of decorating experts, designing a full curriculum, engaging third-party providers and partnerships including City & Guilds, and fitting out a flagship training facility at the organisation's Slough-based head office.



Josh Johnson

Josh joined the team in July 2015. As a Painting & Decorating apprentice, Josh works within the Dulux Academy team four days a week and attends a local college one day a week to enable him to complete his formal qualification. Working within the team provides him with real work experience, through preparing rooms sets and practical areas ahead of courses, access to learning from the team and interaction with a range of decorators and like-minded individuals.



Ellie Smith

Ellie has spent the last 24 years working in a training environment, managing conference centres, supporting and training within operational training teams and administrating cohorts of learners through a variety of leadership and management qualifications. Drawing on her knowledge and experience she is dedicated to coordinating the Dulux Academy to provide the best possible experience for all.



Marianne Shillingford

Having run a successful decorating and interior design business for many years, she has experience in the practical application of colour and a wide variety of paint finishes including mural work, signwriting and faux finishes. She was also the first tutor at the National Design Academy and helped to create and deliver courses on colour, design and painting techniques for both professionals and homeowners. Marianne has experience as a journalist and TV presenter and she currently holds the role of Creative Director at Dulux.

A few of our partners...



City & Guilds is the UK's leading vocational awarding body. City & Guilds partners with Dulux Academy to deliver our Level 3 Certificate in Colour, Design and Professional Decorating and also supports us with their expertise and quality assurance.



Creativedge are the UK's leading 90-minute bite-size training specialists. They deliver a portfolio of highly flexible, practical and fast-moving courses to meet specific needs and deliver rapid results.



First Response (First Aid) is a training provider offering a range of first aid courses, fire safety training, health and safety courses to businesses, organisations and individuals throughout the UK.



tesa® is one of the world's leading manufacturers of adhesive tape with products for industrial and professional applications and 300 products for private consumers. It is recognised in the painting and decorating industry for the quality of its precision range of masking tapes.



With over 1.5 million online learners, Virtual College is one of the leading providers of e-learning in the UK. For over twenty years, they have provided online courses to individuals and companies across the world, breaking down the boundaries of traditional learning to deliver cost-reducing, time-efficient training



Vista Digital provides custom-printed wall murals for the home or workplace, using the very latest in wide-format digital wallpaper printing. With tomorrow's technology today, Onepiecewallpaper is pushing the boundaries of digital print.

We couldn't offer the training opportunities that we do without the support of our trusted partners



NMC-Copley are the UK's leading manufacturer and supplier of architectural coving, dado rails, ceiling centres and decorative mouldings in premium quality Polyurethane and Pro-Polymer. Copley have been manufacturing décor mouldings since 1977 and products are available from most decorator merchants and many independent retailers throughout the UK.



Mirka manufactures and develops superior coated, high quality abrasives as well as advanced new sanding machines that will provide real benefits to the users. Net Sanding is a revolutionary dust-free sanding solution which is provided and used at Dulux Academy.



Repair Care provides total solutions for sustainable timber restoration and maintenance. They have a wide range of quality products for joinery repair for the professional market to refurbish decayed and damaged timber.



Since 1926, Graco Inc. has been a leading provider of premium pumps and spray equipment for fluid handling in the construction, manufacturing, processing and maintenance industries.



Graham & Brown is an international wall decoration group, based in Blackburn, that has been innovating the home improvement market for 70 years with British-made, design-led products such as Superfresco and Contour.



Nationwide Platforms are the UK's market leader in powered access platform hire, equipment sales and training. They provide accredited IPAF and PASMA courses.



Online training

Dulux Academy is pleased to be able to offer a number of online learning modules providing opportunities for learning to take place at a time and place to suit you with no travel and minimal disruption to your work.

Online learning allows you to learn at your own pace and easily review what you, or members of your team, have completed.

The majority of the online courses offered are CPD accredited, enabling you to support your professional development.

Online courses can be found at www.duluxacademy.co.uk

Titles available include:

- **Driving for work**
- **An introduction to social media for business**
- **Data protection at work**
- **Personal safety for lone working**
- **An introduction to risk assessment**



The Small Print...

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All information displayed within this prospectus (verbal or written) is for guidance only and is provided in good faith and without warranty, and although every effort has been made to ensure all the product details, descriptions and prices are correct, they are for guidance purposes only and are not binding.

Pricing

All prices exclude VAT and are current at the time of going to print.

Bookings

All bookings should be made via www.duluxacademy.co.uk

Payment

We must receive payment in full for all the Services you order before your order can be processed. Payment for the Services will be taken through our third-party payment provider (as we shall nominate from time to time). Payment will be deemed received by us upon confirmation from such provider that the transaction has been completed.

Cancellation

You may cancel any order for Services (or part thereof) and receive a refund in respect of such at any time before such Services (or part thereof) are accessed. You will not be able to cancel an order for any part of the Services once they have been accessed. If you do not access the Services during the twelve (12) months following the date on which they were ordered, we reserve the right to cancel the order and withdraw your access to such Services. You will not receive a refund if the order is cancelled as described in this paragraph.

The Services will be deemed to have been "accessed" when the relevant online course is commenced or any associated materials are loaded or viewed by someone utilising your account.

Privacy

Please refer to our website for a full copy of our Privacy Policy and information on how your personal information will be handled and processed by us.



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