



AkzoNobel



Insights & Course Guide

Explore Dulux Academy's key courses, information and latest updates - all at your fingertips!



Where skills flourish.

Issue 01
Autumn 2024



OPEN HOUSE

Aloha!

Thank you to all who attended our Tropical Twist themed Open House event in July.

Once again, we've been delighted with the support we've gained across the industry for this event and enjoy making it a fun and enjoyable day for all who are involved.

The event aims to bring the industry together in a relaxed and informal setting delivering a day of learning, networking and celebrating all things painting and decorating.

At an event with so much positivity it's great to give something back. Thank you to all involved in our Charity Raffle we raised £1,000 for The Rainy Day Trust a charity that support those in our industry faced with challenging times.

The efforts to get involved in the theme were amazing and really made it a memorable day for us all.

Welcome...

to the Autumn Edition of Dulux Academy's Insights & Course Guide!

We are thrilled to introduce our new seasonal format, designed to bring you the latest updates, expert tips, and comprehensive information on our key courses. This edition is packed with valuable insights from our team, offering practical advice to help you excel in your projects.

We've embraced the dynamic world of social media, and we've learnt a lot on that journey. Using our learnings we're delighted to be able to support you furthering on mastering social media for your business with the new Live workshops and some tips in this edition.

We hope you enjoy this fresh approach and find it both informative and inspiring.

As we continue to evolve, we invite you to share your thoughts and suggestions for future editions. Your feedback is invaluable in helping us tailor our content to better serve your needs.

To find out about all our courses, dates, venues and availability visit www.duluxacademy.co.uk

Happy reading!



Vickie

Vickie Mather
Dulux Academy Lead

We are now on Trustpilot

Dulux Academy are now featured on Trustpilot, the renowned review platform that enables customers to share their experiences with businesses.

Feedback not only helps others looking for courses it helps shape the quality of what we deliver.

You can leave us a review in four easy steps:

1. Visit Trustpilot's website
2. Search for Dulux Academy
3. Click on write a review
4. Share your honest feedback

If you're wondering if a course is right for you have a look and see what others have said about it.



Trustpilot

IF YOU HAVE QUESTIONS OR NEED ADVICE CONTACT US WE ARE HERE TO HELP

Call: 01753 877 224 (8.30am - 4.00pm) or E-mail: duluxacademy@akzonobel.com

Contents

5. Which course is right for me?
6. Dulux Academy Team Tips - Water-based Paints
7. Product & Application
8. Product & Application Courses:
 - Preparation
 - Painting & Decorating (1)
 - Exteriors
 - Woodcare
9. Product & Application Courses:
 - Painting & Decorating (2)
 - Cosmetic Surface Repairs
 - Coving & Cornices
10. Dulux Academy Team Tips - Cleaning Airless Machines
11. Spray
12. Spray Courses:
 - Spray Introduction
 - HVLP Spray
 - Airless Spray
13. Spray Courses:
 - Kitchen Spray & Furniture Refurbishment
 - uPVC Spray
14. Dulux Academy Team Tips - Applying Wallpaper
15. Wallpapering
16. Wallpapering Courses:
 - Wallpapering Introduction
 - Wallpaper Intermediate
 - Relief Wallpaper
 - Digital Murals
17. Wallpapering Courses:
 - Wide Width Vinyls
18. Dulux Academy Team Tips - The Colour Wheel
19. Colour Confidence
20. Colour Confidence Courses:
 - Understanding Colour Theory & Design
 - Presenting Colour to Customers
 - Colour Tools
 - Designing Beautiful Living Spaces
21. Through the Archives
22. Dulux Academy Workshops
23. Decorative Effects
24. Decorative Effects Courses:
 - Gilding
 - Graining
 - Marbling
 - Urban Effects
25. Decorative Effects Courses:
 - Organic Effects
 - Creative Painting Techniques
 - Hand Painted Furniture
26. Team Spotlight
28. Dulux Academy Hub

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Which course is right for me?

We appreciate that selecting a course can be a daunting experience, especially when faced with several options. Here at Dulux Academy, we've aimed to simplify our course titles and have introduced a three-stage classification, ensuring you find the course that's perfect for you.

STAGE 1: THE FOUNDATIONS

These courses are designed for those at the start of their journey towards learning a skill. With no previous relevant experience required, you'll be learning the basics of your chosen subject and setting yourself up with solid foundations for the future.

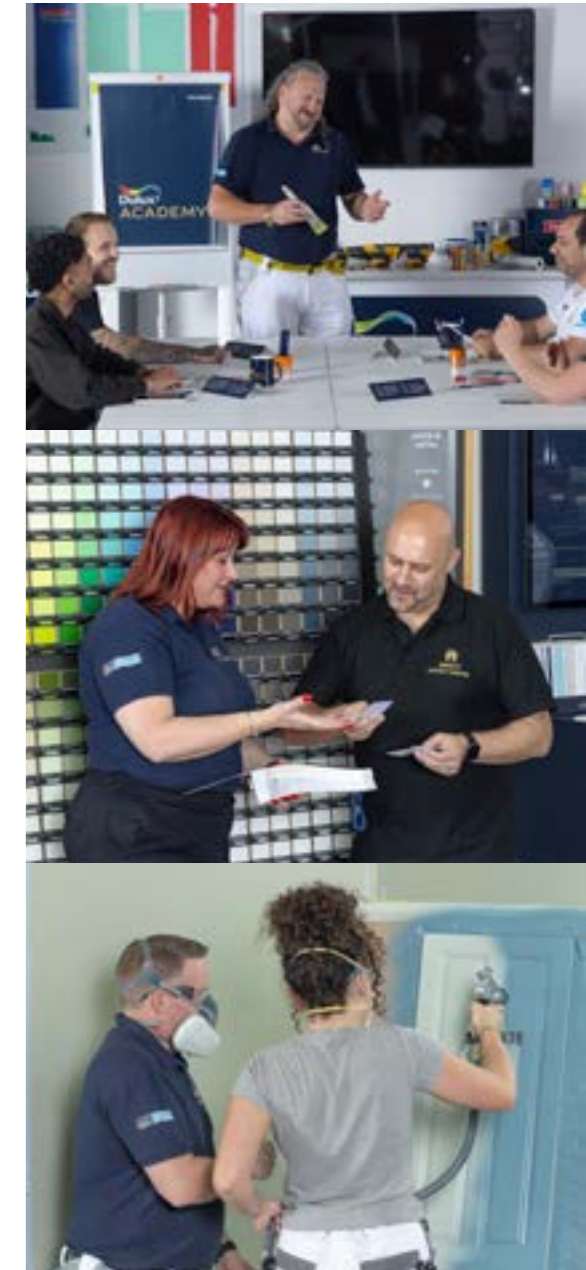
STAGE 2: THE DEVELOPMENT

Here, we build on your foundation knowledge. These courses are ideal for those who have grasped the basics and are ready to enhance their skills. You'll delve deeper into the chosen area gaining both further competence and confidence.

STAGE 3: THE SPECIALISATION

These are specialist courses, tailored for the experienced professional looking to expand their expertise. This is all about refining your skills and deepening your understanding of more complex techniques helping you and your business push the boundaries of what you can achieve.

No matter where you are on your professional journey Dulux Academy has a course that can support you in reaching your professional and personal ambitions.




**APPRENTICE & PROFESSIONAL
SEASONTICKET**

For an annual one-off payment of **£250(+VAT) for apprentices** or **£500(+VAT) for professionals**, those formally enrolled at college or with a learning provider, can benefit from:

- 1 **FACE-TO-FACE COURSES**
You'll be joined by other apprentices and experienced decorators learning new skills
- 2 **DULUX ACADEMY LIVE**
We host Live web-based workshops and clinics
- 3 **THE HUB ONLINE LEARNING**
Find everything from online courses to how-to videos
- 4 **ACCESS TO OUR ONLINE NETWORK**
Share your experience with your peers
- 5 **EVENTS & ACTIVITIES**
Invites to events aimed to assist your studies
- 6 **COMPETITIONS**
Win decorating and lifestyle related prizes.

PURCHASE NOW ONLINE

Dulux Academy Team Tips

for applying water-based paints

There is a rise in popularity for using water-based paints. They offer many advantages over solvent based paints, such as low odour, quick drying, easy clean-up, and less harmful to the environment. However, water-based paints require considerations to achieve the best results.



TIP 1. CHOOSING THE RIGHT BRUSH

Ensure the brush you are using is a good quality synthetic bristle brush. Synthetic are suggested as they are non-absorbent rather than a natural bristle that would absorb the water from the paint causing the paint to dry faster as you work.

TIP 2. DAMPEN YOUR BRUSH

Lightly dampen your brush this could be done by submerging into water and then spinning to remove the excess water. This will provide more brush flexibility for a longer period as it reduces paint drying near the stock of the brush.

TIP 3. DAMPEN THE SURFACE

Dampening the surface with a microfibre cloth prior to any application of water-based trim paint will extend the drying time which helps maintain the wet edge across the surface allowing the paint to flow out and removing brush marks.

TIP 4. CARING FOR YOUR BRUSHES

Clean your brushes with warm water ensuring that all paint has been removed and water runs clear, spin the brush to remove excess water. While damp shape the brush bristles to its original design and store in the case it was supplied with.

Product & Application

A career in painting and decorating can be both exciting and rewarding. Whether you're a career changer seeking a fresh start, a newcomer eager to learn, or a seasoned professional looking to refresh your skills the courses in this section have

been designed with you in mind.

We'll delve into the all-important preparation, painting and decorating showcasing some of the latest tools available in the industry and introduce you to a range of products along with suitable application techniques that will set you up for success.



Preparation

STAGE 1

1 day: £150 +VAT



Overview

They say 'it's all in the preparation' and this one day course aims to show you exactly why! Using the latest products and tools from across the decorating industry this one-day practical course will ensure that you learn how to create a prepared surface that will ensure a quality finish for your customer.

The course will

- Explore various types of preparatory products and equipment.
- Provide understanding of the surface preparation standards.
- Develop your skills in filling techniques.
- Enable you to see the benefit of some of the industry leading tools including dust-free sanding.

For you if...

you want to create the optimum surface for a range of decorative finishes.

Painting & Decorating

STAGE 1

1 day: £150 +VAT



Overview

Knowing where to start is often the hardest challenge when starting something new. This 1-day interactive course balances theory and practical skills designed to introduce you to professional decorating and the products, tools and techniques involved.

This course will

- Introduce you to a range of common substrates and basic preparation techniques to support your finish.
- Develop your application techniques using brush and roller.
- Explain the preparation and processes involved in hanging wall coverings.

For you if...

you are new to professional decorating or looking to refresh your skills and knowledge in products, tools and application techniques.

Exteriors

STAGE 1

1 day: £150 +VAT



Overview

Exterior coatings are designed to give a durable, good looking finish, protecting property and adding to kerb appeal. We'll show you how by understanding and following the preparation required for the different substrates you will ensure that the finish you apply will delight your customers for years to come.

The course will

- Show you how to schedule your work to save you time.
- Identify the amount of preparation required for a variety of surfaces.
- Help you manage your customers expectations.
- Explore "best practice" procedures for both preparation and application.
- Discover the benefits of "smart" exterior maintenance.

- Investigate why problems can arise, and provide cost-effective solutions.
- Give you confidence in product selection.

For you if...

you are new to exterior application or are already an experienced interior painter and decorator wishing to build upon your existing knowledge.

Woodcare

STAGE 1

1 day: £150 +VAT



Overview

We care about protecting wood and keeping it looking great. Before guiding you to the best AkzoNobel product for any job, you'll explore the science of timber, including its strengths and limitations and the professional techniques of preparation and application which will give you quality finishes..

This course will

- Help you differentiate between hardwoods and softwoods and consider those most commonly used in UK construction.
- Describe the features and benefits of the AkzoNobel range of wood finishes, answering the question "What to use where?"
- Show you where to find more information, product data sheets, relevant timber and coating standards

For you if... you are new to professional decorating or looking to refresh your skills and knowledge in products, tools and application techniques.

Painting & Decorating

STAGE 2

2 day: £275 +VAT



Overview

Building on the knowledge and skills developed on the Dulux Academy stage 1 course this highly practical two-day course will help you further develop your skills and confidence.

You'll discover more advanced preparation techniques and methods of application including the use of lining papers and the benefits of spray application.

This course will

- Develop your painting techniques to include more complex surfaces.
- Further explore preparation techniques including hanging lining paper.
- Assist you in understanding working practices for safe and efficient project completion.
- Develop your awareness of the benefits of Spray application.

For you if...

you are new to professional decorating or wanting to refresh your skills.

Cosmetic Surface Repairs

STAGE 2

1 day: £175 +VAT



Overview

Have you often been asked how to touch up a counter top or repair a damaged laminate floor when you've been decorating property? If so then this course showcases the Konig product range and how it can be used to complete virtually invisible repairs

This course will

- Provide you with understanding of the surfaces that the Konig products have been designed to repair.
- Demonstrate the skills, tools and techniques used for successful application of these products.
- Enable you to complete simple repairs to a range of surfaces including laminate, worktops, kitchen cupboards and window frames.

A Konig starter kit is provided as part of the cost of this course.

For you if...

you are an experienced decorator or contractor who wishes to develop a new skill and provide an add on service to your customers.

Coving & Cornices

STAGE 2

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.

I would highly recommend using Dulux Academy to either learn new skills or refresh yourself

STEVEN PLATER
Dedicated Decorating



Dulux Academy Team Tips

for cleaning your airless machines

When cleaning your airless machines, it can be beneficial to remove the manifold and gun filters. While these filters are essential for catching debris during spraying, they aren't needed when cleaning the machine. Removing them ensures any remaining debris is flushed out and speeds up the cleaning process.

REMOVE FILTERS

Always remove the filters before cleaning. This not only helps flush out debris but also allows you to clean and inspect the filters separately for any damage. Once the cleaning is complete, refit the filters to ensure your machine is ready for the next use.

Spray

If you're wondering if Spray application is right for you and your business you've come to the right place. Spray opens opportunities and our courses have been designed to support you at every stage of your spray learning.

From the basics including masking and PPE, equipment set-up, we cover both HVLP (high Volume Low Pressure) and Airless systems, providing you with

knowledge and understanding of the benefits of each and how to achieve a flawless finish.

All courses cover safety, theory, practical hands-on experience ensuring you confidently apply your knowledge safely.



Spray Introduction

STAGE 1

1 day: £150 +VAT



Overview

You may be considering using spray equipment to give your work a faster, more consistent finish but are not sure where to begin in choosing the unit that's right for you. With our team's expertise you'll be exploring the variety of spray units commonly used in the decorative industry and use both HVLP Spray and Airless to practice application techniques.

The course will

- Highlight potential safety issues when working with spray equipment.
- Develop your understanding of the setting up of spray machines including suitable tips/filters and maintenance.
- Provide you with tips and techniques for masking and spraying.

- Provide you with the information necessary to enable you to make an informed decision when choosing equipment for your project. Including dust-free sanding.

For you if...

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

HVLP Spray

STAGE 2

1 day: £175 +VAT



Overview

Our Advanced HVLP practical spray course uses real-life scenarios to engage you and develop your spraying techniques, allowing you to be confident to tackle more challenging surfaces.

This course will

- Enable you to recognise and make appropriate adjustments to avoid application defects.

- Build on your skills and application technique.
- Demonstrate different set-ups for various paints and substrates.
- Give you the knowledge and confidence to strip down, clean and maintain and re-assemble equipment.

For you if...

you have completed the Dulux Academy Spray Introduction course and you work predominantly in the domestic sector and are looking to develop your skills in furniture and or cabinet painting or if you wish to refine your skills and confidence in HVLP spraying.

Airless Spray

STAGE 2

1 day: £175 +VAT



Overview

Our Advanced Airless practical spray course uses real-life scenarios to engage you and develop your spraying techniques, allowing you to be confident to tackle more challenging surfaces

This course will

- Develop your application techniques and advance your knowledge of ancillary equipment.

- Enable you to recognise and make appropriate adjustments according to product and site specific surfaces.
- Demonstrate different tips and filters for various paints and substrates.
- Give you the knowledge and confidence to strip down, clean and maintain and re-assemble equipment.

For you if...

you have completed the Dulux Academy Spray Introduction course and you work predominantly in the commercial or new build sectors or you wish to refine your Airless spray skills and confidence.



The spraying techniques shown improved my speed & helped me provide a quality finish

TONY PRESTON
Hand Painted Kitchens

Kitchen Spray & Furniture Refurbishment

STAGE 3

1 day: £175 +VAT



Overview

Many homeowners are choosing to refurbish and refinish their tired kitchen furniture rather than undergo the expense and disruption of fitting new units. On this course we'll show you how to dismantle, prepare, repaint and re-assemble kitchen furniture and deliver results your homeowners will fall in love with.

This course will

- Help you schedule your work to avoid delays and escalating project costs.
- Learn to recognise defects and apply appropriate solutions.
- Demonstrate best practice preparation and protection of other surfaces.
- Discuss the capabilities and specification of a range of interior products.

- Support the use of water-borne products using brush and HVLP spray.

For you if...

you are a skilled painter and decorator with professional spray experience looking to advance your skills and expertise.

uPVC Spray

STAGE 3

2 day: £495 +VAT



Overview

This two-day stage 3 course is designed for decorating professionals seeking to master the art of uPVC spraying. The course is delivered through a blend of theoretical knowledge, demonstration, and practical application in a purpose-built training facility. The course will provide you with the knowledge, skills, and confidence to perform high-quality spray painting on a range of uPVC surfaces.

This course will

- Demonstrate the essential steps required for preparing surfaces.
- Introduce you to the fundamentals of uPVC spray painting.
- Provide hands-on practical experience in a purpose-built outdoor training environment.
- Provided with a complementary PPE pack.

For you if...

you have experience of spray application and are looking to take your skills into a new direction.



We're proud to announce the opening of our new, purpose-built exterior training facility located at our Slough HQ.

The outdoor training space named The Mews features a row of small house exteriors that enable decorators to put the theory into practice under real-life conditions, so they are better prepared to carry out work to the highest standard once on site.

The Mews will be used for a range of exterior painting courses that are all run by the Dulux Academy's expert trainers, including the new Stage 3 uPVC Spray course. Run by Associate Trainer James Wildish, who specialises in uPVC spraying, Stage 3 uPVC Spray is a two-day course that helps decorators unlock new opportunities for their business by learning expert techniques, safety tips and how to achieve a flawless and lasting finish.

Vickie Mather, Dulux Academy Lead, said: "The Mews is an exciting new offering from Dulux Academy that will provide tradespeople with a chance to put their new found skills to the test under realistic conditions. We have named it The Mews -which stands for Modern Exteriors with Spray -to reflect the row of small houses that make up the facility and make a nod to the royal connection with Berkshire, where it is based. The Mews even includes a garden area with cladding, fences, walls and up-cycled furniture that will be used for exterior training."

Dulux Academy Team Tips

for applying wallpaper

When wallpapering, aim for the best possible finish. This means ensuring there are no bubbles, wrinkles, or creases, and that all trimming and joints are precise. When using a patterned paper, aesthetics are equally as important.

PATTERN MATCHING

Before cutting and pasting your first pieces, take time to examine the pattern. Unwrap two or three rolls and place them side by side on a paste bench or a clean dust sheet on the floor. Match the pattern and step back to see how it looks. This preview helps you visualize the overall pattern and decide how to set it out on the wall, ensuring your finished work looks its best.



Wallpapering

Wallpapering is an art that has been in use since around 200bc. It is an art that can dramatically enhance the aesthetic appeal of any space. For decorators, wallpapering is often seen as one of the most challenging elements of decorating.

The range of courses available have been designed to aid you in mastering the techniques of wallpaper installation that are crucial to delivering professional results.

Covering the fundamentals of preparation, paper selection and application you will learn about different types of wallpapers as well as the knowledge and skill required for measuring, cutting and the tools for flawless application.

Courses cover theory and hands-on practical application so whether you're looking to learn the basics, want to enhance your skills or take on more complex projects, there is a course for you.



Wallpaper Introduction

1 day: £150 +VAT

Overview

Wallpapering is often seen as a challenging element of decorating. However, learning the basics is a great start in setting you up for future success. This course covers tool selection and use of lining papers and wallpapers in order to complete a simple wallpapering project.

This course will...

- Show you how to prepare surfaces for a wallpaper project.
- Look at the features and benefits of suitable tools and understand the impact they have on quality installation.
- Use lining paper including variety of cuts and folds to complete the preparation.

- Use finishing paper to tackle basic obstacles such as cutting around sockets, switches and corners.
- Show you where to find out more information, including product data sheets.

For you if...

you are an absolute beginner or it's been a while since you undertook a wallpapering project this step by step course is for you.

STAGE 1



Wallpaper Intermediate

2 day: £275 +VAT

Overview

You've learnt the basics and now want to develop your skills to more complex papering.

This interactive two day course builds on the knowledge gained on the Dulux Academy Wallpaper Introduction course. You'll develop your skills in measuring, cutting and hanging papers and install papers on a variety of surfaces including ceilings, archways and window reveals.

The course will

- Develop your skills and confidence in tackling challenging aspects of wallpapering.
- Improve your knowledge and understanding of the benefits of using specific adhesives.
- Provide you with the opportunity to hang a range of wall coverings on a variety of surfaces.

- Give you tips and techniques and the opportunity to practise cutting around features like fire surrounds and window reveals.

For you if...

you want to create the optimum surface for a range of decorative finishes.

STAGE 2



Relief Wallpaper

1 day: £175 +VAT

Overview

Relief wallpapers have a strong heritage and can be used to provide a classic or contemporary look in period buildings along with assisting with problem areas in more modern properties.

This practical course will introduce you to the craftsmanship involved in the installation of these papers.

The course will

- Develop your skills and confidence in measuring and setting out.
- Explore the range of relief papers available including well-known brands; Anaglypta and Lincrusta.
- Provide advice and tips on surface preparation, adhesives and tools for successful installation.

For you if...

you are an experienced paperhanger and wish to develop your skills into period property work or you want to offer a traditional alternative to modern decorating.

STAGE 2



Digital Murals

1 day: £175 +VAT

Overview

The perfect way of adding the 'wow' factor to any room or space. Stand out from your competitors by including installation of wallpapers or digital murals to your skill set and create fantastic feature walls.

This highly practical day enables you to install a range of digital murals including the highly acclaimed 'One-Piece Wallpaper' from Vista Digital.

The course will

- Explore the range of digital mural options available.
- Provide advice and tips on surface preparation, adhesives and tools for successful installation.
- Develop your skills and confidence in measuring, setting out and balancing a feature wall installation.

For you if...

you have some experience of wallpaper hanging and are looking to develop your skills in this on-trend area, or wish to apply to Vista Digital to become an accredited installer of their products.

STAGE 2



Wide Width Vinyls

1 day: £175 +VAT

Overview

If you're thinking of taking on more commercial work you might start to think about using the ranges of wide-width vinyls available. Providing an efficient and economic papering solution to large wall areas this is a great skill set to add to your offer.

This practical course will introduce you

to the specialist techniques involved in the installation of these often challenging papers.

The course will

- Develop your skills and confidence in measuring and setting out.
- Provide advice and tips on surface preparation, adhesives and tools for successful installation.

- Help you learn specialist techniques for the successful installation of these papers.

For you if...

you are an experienced paperhanger and wish to develop your skills with wide-width vinyls.

STAGE 2



As a decorator for 25+ years I'm fairly confident hanging wallpaper. I picked up lots of good tips that have honed my skills further...

STEFAN ZIETARA



Enrol to join
FREE ONLINE WORKSHOPS
and learn with Dulux
Academy from anywhere
with an internet connection



Scan for
information



Dulux Academy Team Tips

introducing the colour wheel

The colour wheel is a tool that shows the relationship between colours and helps you find colour combinations that look good together. There are different types of colour schemes that you can create with the colour wheel, such as tonal, harmonious and contrasting.

Tonal Colour Scheming



Tonal colour schemes use different shades, tones and tints of one base colour. They provide a subtle and conservative look that is easy to apply to design projects. For example, a tonal colour scheme based on blue could include a dark blue, mid tone blue and a pale blue.

Harmonious Colour Scheming



Harmonious colour schemes use colours that are next to each other on the colour wheel. They create a sense of harmony and balance in your design. For example, a harmonious colour scheme based on green could include yellow-green, or a blue-green.

Contrasting Colour Scheming



Contrasting colour schemes use colours that are opposite to each other on the colour wheel. They create a high contrast and high impact look that makes your design stand out. For example, a contrasting colour scheme based on purple could include purple and yellow.

Colour Confidence

Colour is a powerful tool that can instantly transform spaces and evoke emotions. For decorators, confidently discussing colour with clients is essential to creating appealing spaces to live, work and play.

The selection of colour courses available provide understanding of colour principles, enabling you to make informed decisions and articulate your choices effectively.

As well as the theory of colour the courses will introduce you to a variety of tools and resources designed to help your clients select colours including colour wheels, the Fandeck and a range of digital tools.



Understanding Colour Theory & Design

STAGE 1

1 day: £150 +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.

The course will

- Explain the theory of colour and help you understand how the colour wheel works.
- Identify different colour schemes and create them with confidence.
- State the differences between different colour moods / families and discover how to use them with confidence.

- Explain how light effects colour.
- Help you to understand the customer journey and their needs.

For you if...

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

Presenting Colour to Customers

STAGE 2

1 day: £150 +VAT



Overview

Your customers will be delighted with the professionally presented colour schemes you'll learn to create on this course. You'll gain the skills and knowledge to advise, create and present colour schemes to a wide range of customers from homeowners to the commercial sector.

The course will

- Explain colour scheming, language and groups.
- Understand the customer needs for each sector.
- Investigate colour trends and how they influence choice and recommendation.
- Demonstrate the Dulux colour scheming tools and how to use them.

- Develop digital and physical presentation techniques.
- Explore how to communicate your colour choices and schemes.

For you if...

you want to grow your business potential in the area of colour and design advice and inspire your customers with beautifully presented schemes.

Colour Tools

STAGE 2

1 day: £150 +VAT



Overview

Providing you with a clear understanding of Dulux professional colour tools and how to use them to unlock the full potential of decorating and design schemes. This practical course will allow you to experience first-hand the processes of colour scheming using colour tools with the guidance of a professional colour expert.

The course will

- Explore the Dulux trade Paint Expert Apps (including for Specifier and Interior Designer) and the Dulux Visualizer.
- Explain the specific qualities of each of the colour tools and demonstrate how to use them.
- Explain and demonstrate how to fulfil a colour scheme brief for your customers using digital colour tools.

For you if...

you are interested in becoming better at offering colour advice and growing your business potential for recommending colour schemes as part of your service.

Designing Beautiful Living Spaces

STAGE 2

2 day: £275 +VAT



Overview

Immerse yourself in colour and learn how to apply the science, theory, language and transformational power of colour. You'll create inspirational paint schemes to perfectly suit your client's brief and learn how to apply contemporary decorating paint techniques.

The course will

- Develop your understanding of the science, theory and cultural significance of colour.
- Explain the Dulux language of colour.
- Describe the effects of light on colours including natural and artificial light.
- Describe the effect colours have on the perception of space in a room.

- Develop your practical skills in decorative paint techniques.

For you if...

you want to develop your confidence, practical skills and knowledge of colour and colour in design.



Through the archives

The story of the Dulux Dog

The Dulux dog, an Old English Sheepdog, became the brand's icon quite serendipity. The story began in 1961, when the first Dulux dog, Dash (full name Shepton Daphnis Horsa) was featured in an advertisement. Dash belonged to the advertising director and was not intended to be part of the ad. However, he kept running onto the set, charming everyone with his playful antics. The footage was so endearing that the team decided to include him in the final cut, and thus a star was born!



Since then, the Old English Sheepdog has been synonymous with Dulux, embodying the brand's values of quality and reliability. The breed's classic British stature and amiable nature reflect the pride Dulux puts into its products. Over the years, there have been 14 different Dulux dogs, each a breed champion with five winning 'best in show' prizes.

The Dulux dog has not only been a successful marketing mascot but also a beloved cultural icon representing the brand in advertisements and real life for over six decades.

In today's digital age, social media has become an indispensable tool for decorators looking to expand their reach and showcase their work. Understanding how to effectively use social media can significantly enhance your ability to attract new clients, engage with an audience, and build a strong online presence. This summer, we are excited to announce the launch of three new social media Dulux Academy Live workshops designed specifically for decorators.

WORKSHOP 01

This introductory workshop will cover the basics of social media, explaining its importance and how it can be leveraged to grow your decorating business.

WORKSHOP 02

In this workshop you will gain insights into the various social media platforms, such as Instagram, Facebook, Pinterest, and LinkedIn Helping you choose the right one to target your desired audience effectively.

WORKSHOP 03

The third workshop focuses on content creation, offering practical tips and techniques for generating engaging and visually appealing posts.

Three Key Tips for Effective Social Media...

1. Showcase Your Expertise:

Use your social media platforms to highlight your skills and knowledge. Share before-and-after photos, behind-the-scenes looks at your projects, and tips on decorating.

2. Engage with Your Audience:

Social media is a two-way street. Respond to comments, messages, and mentions to build a community around your brand.

By understanding and effectively utilising social media, decorators can significantly enhance their visibility and success in the industry. Join our new Dulux Academy Live workshops this summer to master the art of social media for your business.

3. Consistency is Key:

Regular posting helps keep your audience engaged and your profile active.



Merchandise

Look the business in our exclusive Dulux Academy merchandise range.

Available to buy online for delivery or we'll have it packed up ready for you to collect on a course.

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Decorative Effects

Decoration Effects or Faux Finishes are terms used in decorative painting to describe finishes that replicate natural materials such as stone, marble and wood.

Courses in this section will develop your decorative effect skills in traditional finishes and more modern effects including concrete and rusty metal.

These hands-on sessions provide practical experience with a variety of materials and tools. Whether you're a beginner or an experienced decorator these courses will raise your decorative effect skills.



Gilding

1 day: £175 +VAT



Overview

TA glimmer of gold or gilded detail could add more than a touch of glamour to your work. On this course you will explore the fundamentals of modern gilding including preparation, application and the variety of materials available.

The course will

- Explore the different types of gilding tools and materials available.
- Develop your knowledge of specific requirements for surface preparation.
- Allow you to practice the essential fine brush skills needed for intricate and accurate application.

- Explore application techniques of both leaf and metallic powder. Practice the techniques used to apply structure and veining.

For you if...

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

STAGE 2

Graining

1 day: £175 +VAT



Overview

If you love the look of wood why not introduce a graining effect to your decoration scheme. Together we will discover the basic methods and application techniques using water-borne glazes and colourants required to create a range of faux wood finishes including; Oak, Teak and Mahogany.

The course will

- Show you how to prepare the surface.
- Familiarise you with the tools and materials including mixing ratios.
- Investigate the characteristics of the wood species and identify the techniques required to recreate them.
- Practice the techniques for creating faux wood finishes.

- Show you how to create sample panels for your portfolio

For you if...

you would like to learn a new skill or further your knowledge and skills in graining.

STAGE 2

Marbling

1 day: £175 +VAT



Overview

Taking inspiration from natural marbles and using water-borne glazes and colourants you'll discover the fundamental methods and application techniques to create a range of faux finish marbles enabling you to offer an exclusive finish for your customer project.

The course will

- Guide you through the necessary preparation e.g. grounding/basingout.
- Familiarise you with the tools, materials and mixing ratios.
- Explore the individual components of marbles
- Practice the techniques used to apply structure and veining.

- Demonstrate how to create sample panels to add to your portfolio.

For you if...

you are a decorator, shopfitter or contractor looking to create a point of difference for your customer.

STAGE 2

Urban Effects

1 day: £150 +VAT



Overview

The trend for urban effects has seen a steady rise with homeowners and commercial premises creating atmospheric spaces with the use of decorative effects.

You'll learn the skills and techniques to create realistic faux finishes to replicate urban materials like concrete, rusty metal and leather.

The course will

- Provide you with the knowledge, skills and confidence to successfully apply faux finishes.
- Engage with the techniques required to create a variety of realistic urban effects.
- Explore the colour combinations that will make your work stand out.

- Discover how using everyday objects and simple tools are used to create dynamic finishes.

For you if...

you are a decorator, shopfitter or contractor looking to create a point of difference for your customer.

STAGE 2

Organic Effects

1 day: £175 +VAT



Overview

Creating spaces that enable people to engage with nature and bring more of the outdoor into our living environments is easily achievable with the skills and techniques you'll acquire on this Organic effects course. We'll leave no stone unturned in showing you how to recreate limestone, bark and natural fabric effects.

The course will

- Provide you with the knowledge, skills and confidence to successfully apply faux finishes.
- Engage with the techniques required to create a variety of realistic organic effects.
- Explore the colour combinations that will make your work stand out.

- Discover how using everyday objects and simple tools are used to create dynamic finishes.

For you if...

you are an experienced paperhanger and wish to develop your skills with wide-width vinyls.

Creative Painting Techniques

1 day: £150 +VAT



Overview

Do you wish you had the confidence to use your skills to interpret your customer's ideas and create unique designs?

This course will get you stuck in on colour, mixing your own palette to use on the imaginative finishes you'll be applying. You'll learn how to master contemporary geometric designs. Explore paint effects like Ombre and

Painted murals using Dulux Trade products and learn how to add impact using templates made from every-day objects.

The course will

- Show you how to measure and set out a wall ready for decoration.
- Inspire you to create your own colour palette and understand tone.
- Demonstrate masking techniques to exact a precise edge.

- Help you to understand how to realise your customer's vision.
- Inspire your creativity to add extra value to your work.

For you if...

you are a decorator with limited or no experience in creating paint effects and would like to explore the varied techniques involved.

Hand Painted Furniture

1 day: £150 +VAT



Overview

In this course, you will learn how to prepare, paint, and finish furniture using various techniques and materials. By the end of this course, you will have the skills and confidence to hand paint your own furniture and give it a new life. You will also have a portfolio of your work to showcase your creativity and talent.

The course will

- Introduce you to decorative effects such as stencils, distressing, glazing and more to enhance the look and feel of furniture.
- Explore how to use colour theory, contrast, harmony, and balance to create stunning designs that suit your customers personal taste and style.

For you if...

you are looking to enhance your creative and upcycling skills through learning new techniques. No prior experience or knowledge is required, just a passion for painting and furniture!

Note: You will need to bring a piece of furniture (that you can carry on you own from your car to Dulux Academy) e.g. bedside table.

Brilliantly demonstrated and structured the whole day so the ultimate learning experience was gained by all who attended

CHRIS HUNT

Team Spotlight

Mark Rigby



We are thrilled to shine a spotlight on one of the Dulux Academy team. Renowned for their industry expertise and vast experience, the Dulux Academy team is dedicated to elevating the standards of decorating through sharing their knowledge, skills and experience. In this issue we shine a spotlight on Mark Rigby, Skills Development Consultant, North.

Q. How long have you been a painter & decorator?

This year I celebrate 40 years since I finished my apprenticeship and became a fully fledged decorator (I know, I don't think I look it either !!). I started my decorating career straight from school in 1981 BC (before caulk). I say "bc" because in those days even products like caulk were the things of dreams.

Q. I bet you have seen some changes over that time?

The older guy, Frank, that I worked most with throughout my apprenticeship was very traditional and was very reluctant to welcome new products or practices and even though this was the 1980's, we were emulsifying with huge 8oz flat brushes rather than the new fangled process of using rollers because he didn't like the "mottle" the lambswool sleeves would leave.

Q. Are you the same as "Frank" ?

Oh no, that all changed in 1984 when I finished my apprenticeship and went self employed. I was completely different, I started actively seeking out new products and process's and this is something that has stayed with me to this day. I had just over 30 years of running my own decorating business before joining AkzoNobel and the Dulux Academy in 2015 and one of the huge benefits of my role now is that you are right at the cutting edge of product development, not only at AkzoNobel but also with other leading brands from the decorating world and even better than that, I get to spread the

word by sharing all these latest developments with delegates on the courses.

Q. What would you say have been the biggest changes to the industry over those 40 years?

It would be very difficult to just pick out one, we have seen so many ! The introduction of synthetic fibres to rollers and brushes, the development of Waterborne coatings, the introduction of extractor aided mechanical sanders, the changes to spray equipment and even general working practices and conditions just to name a few. Things have changed so much in those 40 years and I often wonder what Frank would make of it all if he was here today but I will be eternally grateful to him for giving me such a great start and grounding. Learning all those traditional methods and techniques has helped me enormously over the years and even with all the modern changes to products, materials and tools its nice to know that some things still remain the same, even today's decorator still wouldn't be without the most basic of equipment.... the humble scraper and dustbrush.

You can find out more about the Dulux Academy team on our website www.duluxacademy.co.uk

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