

# DULUX TRADE PAINTS: LOW VOC, HIGH IMPACT

## PRODUCT CASE STUDY



**Sentinel**  
Contracting plc

### PRODUCT:

Dulux

### CLIENT

Knight Harwood

### SERVICES

Commercial  
Decorating

### SECTOR

Mixed-use  
scheme

### RESULT

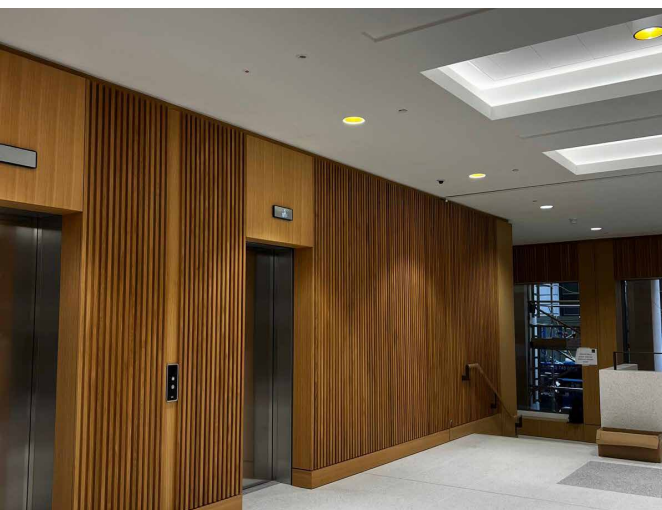
Dulux helped The Whittington Building achieve its BREEAM "Excellent" rating and EPC A-rating.



## Project Brief

Sentinel Contracting was engaged by Knight Harwood to provide specialist decorating services for The Whittington Building, a new five-storey development replacing two older structures owned by the Worshipful Company of Mercers. **Designed with sustainability in mind, the project achieved an "Excellent" rating on the BREEAM code and an EPC A-rating,** demonstrating its commitment to energy efficiency and reduced carbon emissions.

To complement the building's eco-friendly credentials, we selected Dulux Trade paints for both interior walls and high-traffic areas. These premium products aligned perfectly with the project's focus on sustainability, durability, and aesthetic appeal, while helping to achieve compliance with strict environmental regulations.



## Product Overview

We used two key Dulux Trade products at The Whittington Building:



### 1. Dulux Trade Vinyl Matt

- This high-opacity emulsion paint is ideal for interior walls and ceilings, offering excellent coverage and a smooth, professional finish. **Its 99.9% VOC-free formula contributes**

**to healthier indoor air quality, meeting stringent emissions standards for formaldehyde, TVOC, TSVOC, and other harmful substances.**

- The unique AkzoNobel technology behind Vinyl Matt ensures easy application with a consistent, high-quality finish. This made it an excellent choice for the large wall and ceiling surfaces throughout the development.

### 2. Dulux Trade Diamond Satinwood

- Designed for high-traffic areas such as corridors, stairways, and access areas, Diamond Satinwood offers a tough and durable satin finish that resists scratches, stains, and grease. Its water-based, non-yellowing formula ensures a long-lasting, professional appearance, even in heavily used spaces.
- The quick-drying, low-odour properties of Diamond Satinwood allowed the decorating team to complete the decorating work efficiently,** minimising disruption on-site and contributing to a cleaner working environment.



By choosing these Dulux products, we were able to deliver exceptional decorating results that aligned with the project's sustainability and performance goals.

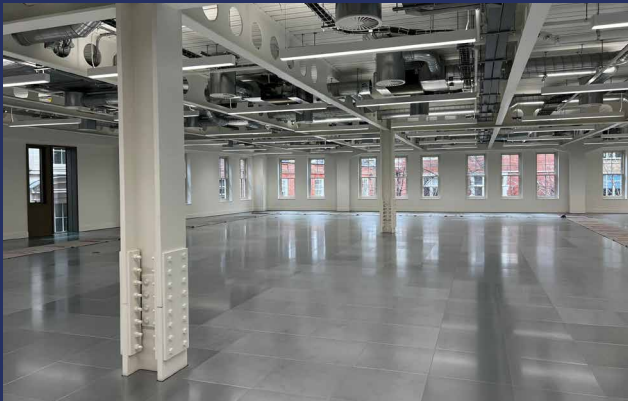
## Challenges / Solution

The primary challenge of The Whittington Building project was **achieving a balance between durability, aesthetics, and environmental performance**. As a building designed to meet high sustainability standards, it was essential to select paints that would contribute to the project's eco-friendly goals without compromising on quality or longevity.

Traditional solvent-based paints can emit harmful volatile organic compounds (VOCs), which negatively impact air quality and the environment. To meet the building's BREEAM requirements, we needed to use products with minimal environmental impact while still providing excellent coverage and durability.

Another challenge was ensuring that the paint finishes would withstand the wear and tear associated with high-traffic areas. Corridors, stairways, and communal spaces required a solution that could resist scratches, stains, and grease, maintaining a professional appearance over time.

The decorating division addressed these challenges by selecting Dulux Trade Vinyl Matt and Diamond Satinwood. **Both products offered superior performance, with low environmental impact and long-lasting finishes suitable for high-use spaces.**



## The Result

The use of Dulux at The Whittington Building delivered outstanding results, contributing to the project's overall success and sustainability credentials.

### Key Outcomes:

- **Sustainability:** Both products helped The Whittington Building achieve its **BREEAM "Excellent" rating and EPC A-rating** by contributing to improved indoor air quality and reduced carbon emissions.
- **Durability:** The **tough, scratch-resistant finish** of Diamond Satinwood ensured that high-traffic areas remained pristine, even with frequent use. This **reduced the need for maintenance and repainting**, further contributing to the project's sustainability goals.
- **Aesthetic Appeal:** The smooth, professional finish provided by Vinyl Matt enhanced the building's interiors, creating an **inviting and modern environment** for occupants.
- **Efficiency:** The quick-drying properties of both paints allowed us to **complete the decorating work on schedule, minimising disruption** to other trades and reducing overall project timelines.