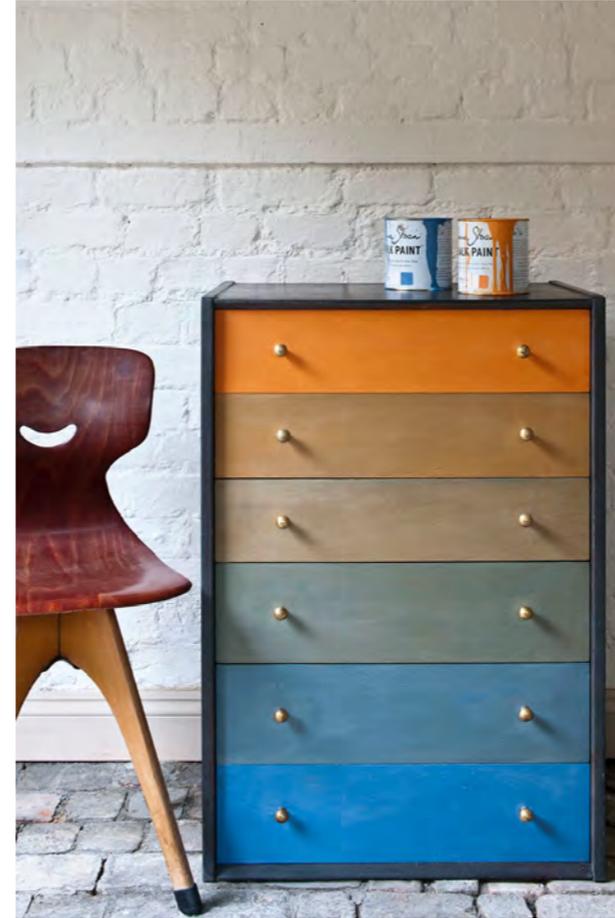




Annie Sloan™



Clever Colour

Splash out in style with an exciting new range of decorative paint that lets you create new looks in an instant.

At last the Annie Sloan range of decorative paints and paint finishes are available in Australia for colour kittens, decorators and cool crafters who like to flex some serious creative muscle!

For further information please contact:
Kathee Gunn at 360 Degrees Focus, Tel: 0418 300 228 Email: kathee@360focus.com.au



Annie Sloan™

What

Why the name Chalk Paint™? Annie Sloan's innovative decorative paint range has little to do with chalkboard paint, and a lot to do to do with the stunning chalk-like matt finish it creates.

Chalk Paint™ decorative paint by Annie Sloan can be applied straight on to furniture without the need to prime, sand, or even remove old wax, paint or varnish - the paint will adhere to wood, plastic, stone, brick, concrete and metal.

No mixing is required to create a great look, but you can easily personalize your piece by mixing colours, diluting the paint to make a wash to show the wood grain, or by adding Annie Sloan Soft Wax to change the depth of colour, or to add a protective finish.

The unique formulation of Chalk Paint™ means that it can be used on walls and floors as well as furniture.

It's water based and eco-friendly, containing virtually no VOC's, and it is highly concentrated to produce extensive covering power.

The best part? The Paint dries quickly with a beautifully velvety, matt finish and for most purposes one coat is enough.



Who

Annie Sloan is a creative paint guru known worldwide for her inspirational colour, books (she's sold well over 2 million copies worldwide!) style and inspiration. For many, she's the 'Queen of Paint'.

An Australian by birth and painter by passion, Annie created the Chalk Paint™ range after her own frustrations finding an easy to use range of paints in colours that allowed her creative aesthetic to really come to the fore.

20 years later her much loved range includes over 30 colours and lets you rejuvenate, recycle or refashion almost any surface really easily.

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Why

Forget nasty priming or sanding. Chalk Paint™ lets you get going without any mess or fuss.

Let your imagination run wild with her palette of colours and ability to add effects or styles.

Big or small, fussy or simple these paints will have you adding colour in an instant and transform the everyday into one of your own creations.

Ready to up cycle that old chest of drawers? Repaint a tired old chair? Or refresh, rescue and restore a stunning doorway? Simply choose your favourite colour, grab a brush and get started.

This exciting new range lets you paint directly onto the surface, mix colours easily and literally transform any tired old piece in no time at all.

Getting started is easy - we've included a few paint pots and a special Annie Sloan Pure Bristle Brush to help you get going.

Start off by mastering the simple art of colour washing and work your way up to transfer printing, gilding, stenciling, dyeing fabric and glazing.

We know you're a creative spirit so open up a can and start painting!

We'd love you to share your inspirations and creative results so pin, post or Instagram to your hearts content.



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The Details

The Annie Sloan range includes her signature Chalk Paint™, Soft Wax, Pure Bristle Brushes and Craqueleur finish, with more products to be introduced later in the year. Prices start from \$59.95 RRP for a 1 litre pot.

Plus, Chalk Paint™ is equally as caring to the environment with no odour, zero VOC's and less wastage.

For more information and stockists please see www.anniesloan.com

WEB: www.chalkpaint.com

FACEBOOK: www.facebook.com/AnnieSloanHome

TWITTER: www.twitter.com/AnnieSloanHome

YOUTUBE: www.youtube.com/AnnieSloanOfficial

PINTEREST: www.pinterest.com/AnnieSloanHome

BLOG: www.anniesloanpaintandcolour.blogspot.co.uk

STOCKISTS: www.anniesloanunfolded.com

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More about Annie Sloan

Alongside her unique and hugely versatile decorative paint, Chalk Paint™ that she developed in 1990, Annie has inspired generations with her accessible, lively and creative approach to getting creative results.

To date, Sloan has also published over 20 books on decorative painting, selling well over 2 million copies worldwide. According to Sloan, her brand has been built on a burning desire to educate people about art and design first and foremost.

“Annie Sloan is a brand which has its roots in people and their experience, it is a bottom up company and not a top down company,” Sloan says.

“Creativity is best approached obliquely so it is caught unawares... when it isn't looking. I have a paintbrush in every room,” she says.

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Annie Sloan™



Following the success of her recent number-one-Amazon-ranked book, the self-confessed independent thinker and barefoot lifestyle is a key figure in the global painted furniture revolution with more than 700 independent and personally hand-picked stockists worldwide.

Trained as a fine artist, Annie turned to decorative work after university in the mid 1970's whilst painting murals in houses and commissions.

By 1987 Annie had written the phenomenally successful book *The Complete Book of Decorative Paint Techniques* that to this day is considered to be the industry bible on the subject.

In 2000, Annie set up a shop in Oxford (UK) to showcase Chalk Paint™, run courses and offer interior design services.

Born in Sydney's Cremorne to a Scottish father and a Fijian mother, Annie moved with her family to England and a farming life in Kent when she was ten years old. With spells in Southern Africa and connections to France, Cuba and the US Annie feels she has world roots.

Annie lives and works in Oxford with her husband David who runs the business with her. Together they have three sons and have lived in Oxford for the last twenty-five years.

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