

Giving graffiti the brush off

One of the UK's premier painting and maintenance companies is giving local authorities and other organisations the ability to fight back against vandals with innovative new products to block graffiti and fly posters.

J & S Seddon (Painting) Limited has introduced a high performance coating which repels most types of graffiti from walls and paintwork.

Suitable for most surfaces, including brick, stone, concrete, wood, render and metal, 'Graffiti Block' enables most marks from paint or marker pens to be swiftly removed without damage to either the treated surface or the coating.

The product can be applied to new build projects or used as part of a redecoration programme.

It is widely used on buildings, walls, fences, street furniture and utility boxes and, once applied, offers simple repeat cleaning.

Already the innovative system has been showcased in Kent, where personnel from J & S Seddon (Painting) demonstrated Graffiti Block's effectiveness at a public convenience in Brencley Gardens, Maidstone.

Aerosol paint was applied to a treated surface on the interior walls and later washed off easily with nothing but water.

The demonstration was witnessed by a group of more than 30 civic leaders from across the South East, who saw firsthand how surfaces treated with system could be cleaned using

high pressure hoses and no chemicals - providing environmentally friendly benefits.

The group, including Maidstone Council leader Mick Stevens, watched while J & S Seddon (Painting) representative Paul May did his worst to deface a specially treated toilet wall with spray paint.

After treatment with Graffiti Block, the wall proved a frustratingly slippery canvas and Paul demonstrated how easy it was to wipe away his "artwork" - which sat on top of the

protective coat of paint rather than being absorbed into the wall.

Leader of Maidstone Council, Mick Stevens, said: "It costs taxpayers in Maidstone £25,000 each year to eliminate the eyesore of graffiti.

While some of it is relatively easy to deal with simply by painting over the top, some of the damage is less easy to cover up and we have to use

power hoses and chemicals to remove it.

"It is a lot of hard work for those in the frontline and, as some of the materials used are toxic, we have to guard the health and safety of our employees. As a council we are very interested in anything which is going to save taxpayers' money and make life easier for our operatives."

Meriden regional television news covered the product demonstration in Maidstone and since then J & S Seddon (Painting) has had a number of enquiries from local authorities across the South East looking to control graffiti in an environmentally friendly manner.

The company, via their Seddon Specialist Services Division, is now offering a comprehensive and economical cleaning service for all areas treated with Graffiti Block.

Furthermore, as well as repelling graffiti, the company has also developed a similar high performance coating to combat fly posting. Seddon Flyposter Block ensures that any fly-posters that do not fall off the treated surface as the paste dries can easily be peeled off leaving neither residual marks nor damage.

J & S Seddon (Painting) - part of Seddon (Stoke) Limited - delivers painting and maintenance works for

customers including facilities managers, local government, housing associations and utility companies, as well as industrial, commercial and retail and leisure organisations.

The company - which has its headquarters in Stoke-on-Trent and 24 regional offices across the UK - undertakes partnering contracts, external and internal decoration, industrial maintenance painting and prior-to-painting repairs, as well as the new high performance protective coatings.

Philip Marsden of J & S Seddon (Painting) said: "We are delighted to be able to offer this new specialist service to combat today's major problems of graffiti and fly posting. This new technology demonstrates that graffiti and fly-posting can be controlled in a relatively simple and cost-effective manner."

**To find out more contact:
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