

True Colors Elevate Your Brand With A Fresh Coat Of Paint

Lynn Odum

It's time to cast off the heavy coats, emerge from our place of hibernation and welcome spring's warmer weather. As nature refreshes itself, so can our businesses. Let's welcome spring by elevating customer experience.

Retailers often equate corporate culture and appearance with brand identity. It's who they are and how they want to be perceived by customers. Businesses can either establish their brand or let customers do it for them. There's no better way of elevating your brand and customer experience than with a clean and inviting interior and exterior. Let's talk about how paint can make that difference.

Shine Bright

Fresh, clean and professionally applied paint can take storefronts to the next level. Bright colors that restaurants rely on are prone to fading and gloss reduction. Reds, yellows, oranges, purples and brilliant blues fade. Even creamy whites, taupes and lighter colors can fade if exposed to ample amounts of sunlight. Oxygen, nitric acid and ozone can also amplify fading on exterior surfaces. It is hard to tell when color has faded until you do some touchups. Then, a full exterior repaint may be necessary to bring back the bright colors that are brand specific.

If a site's interior has been painted within the last couple of years, you may just need to touch up high-traffic areas. Without untrained eyes that can detect a color difference, touch-ups can present a challenge. Additionally, if the specified paint product was not previously applied, or an inferior product was used, color matching can be a problem. A complete repainting may be necessary if specifications were not followed.

We recommend a six-month painting touch-up on interior walls with high traffic areas, such as front doors, walls near the kitchen, restrooms and lobby areas. All interior walls will need a complete painting refresh around the three to five-year mark, depending on the traffic and volume of the restaurant. Exteriors can usually go five years before a complete repaint is needed.

A good cleaning will help keep painted walls looking fresher for longer. Magic sponges are truly magic. They can make a scuffed wall in the lobby, where folks are waiting with their feet resting on the walls, look clean again. Just make sure your surfaces were painted with a semi-gloss or glossy paint. Flat paints don't clean up as well and can actually be damaged by cleaning. Keep a chart of paint colors, sheens and manufacturers to make touchups easier. Even paints that are computer color matched won't be a perfect reflection of the color if a different paint manufacturer was applied.

Signage is one of the first connections a customer makes with the restaurant. Are your signs clean and freshly painted? Are there bushes or trees impacting their visibility? Sometimes all that is needed is a quick and economical pressure wash to brighten up a fading sign.

Color Guards

Restaurant facility managers hold much of the power when it comes to a site refresh. Yearly maintenance with a qualified national paint contractor can up your game when it comes to how your customers rate their experience and identify your brand. A high-quality painting contractor will respect your customer flow, budget and architectural specifications.

Methods of controlling maintenance costs are always evolving. A commercial painting contractor can assist with implementing strategies to control costs and provide clean, comfortable and inviting spaces that are brand consistent. Painting is a cost-effective way to upgrade your spaces, both interior and exterior. Maintaining a relationship with your painting contractor will help keep you abreast of evolving approaches to sustaining curb appeal and will provide insight into the best practices for maintaining highest-quality surfaces.

Lynn Odum has 27 years of experience in the construction industry. For the past seven years, she has been a project manager with Painter Ready, coordinating maintenance support for hospitality and retail clients. She manages the execution of large-scale rollouts, re-images, preventive and reactive maintenance for national commercial and restaurant clients.