
SPECIAL FINISHES

CAMPAIGN - 18TH JULY 2016

PERRIN & ROWE[®]
MAYFAIR LONDON

AGED BRASS LAUNCH

We're launching the new Aged Brass finish on Monday 18th July and using it as an opportunity to promote the other special finishes at the same time.

This pack outlines all the activity planned as you may receive calls, emails and questions that refer to something online or an email they have received.



WHAT WE'RE DOING...

Website updates

- Finishes page updated to cover 3 standard and 5 special finishes: www.perrinandrowe.co.uk/perrin-rowe-finishes/
- News stories going live:
 - 18th July: Launch of Aged Brass
 - 25th July: Polished, Aged and Satin Brass
 - 1st August: Gold & English Bronze
- Updated Care & Maintenance Guide www.perrinandrowe.co.uk/customer-support/care-maintenance/

Emails

- Email going to Distributors 18th July
- Email going to Dealers 18th July

Social Media

- 4 week campaign running with posts on Twitter, Facebook, Instagram

Press Releases

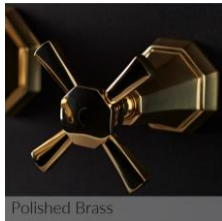
- Various press releases over the coming months

WHAT WE'RE SAYING...

Choose a Perrin & Rowe Special Finish to customise your brassware to match your own personal style and make a real design statement.

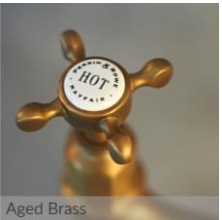
Our Special Finishes are a range of luxurious, warm metallic hues to bring a touch of style and unique character to your kitchen or bathroom. Good design never goes out of fashion, and neither does our brassware – whatever style and finish is right for your project, the Perrin & Rowe promise means you can be certain to install a timeless product that is built to stand the test of time.

Perrin & Rowe Special Finishes consist of Polished Brass, Aged Brass, Satin Brass, Gold and English Bronze and are custom made to order in the UK. These are available in addition to our standard finishes of Chrome, Nickel and Pewter.



Polished Brass

To create this finish, our team of expert polishers hand polish each component to a magnificent shine and a warm glow that's only possible when using real, high quality brass. A highly adaptable finish, polished brass has seen a massive revival recently and works as well in a very traditional style kitchen as it does in a glamorous, art deco style bathroom. Polished brass is a living finish and so reacts with its environment creating a unique patina that's completely individual to each item. This is ideal for a more distressed look, but if you prefer can also be restored to its former shine using a metal polish periodically. Polished Brass has a quality appearance, radiating a warm finish with coppery undertones.



Aged Brass

The Aged Brass finish as implied by the name, gives the effect of brass that has already started the aging process and has a slightly distressed, rustic appearance. Our finishers meticulously treat each component with a compound that mimics the natural aging process to give a natural look distressed surface. A perfect complement to simplistic shaker style painted cabinets or an industrial style studio kitchen, this beautifully aged finish will always add character. Aged Brass is a darker finish that creates a tarnished, aged look: vintage design with an urban twist.



Satin Brass

A soft, muted appearance makes the Satin Brass finish perfect for a slightly more subtle and refined take on the brass finish. Each component is hand polished to perfection, then 'unfinished' using three different polishing mops to evenly brush the surface for a luxurious matte effect that hides unwanted watermarks. Satin Brass makes an understated style statement, working beautifully alongside light, airy kitchen schemes as well as against a patterned encaustic tile bathroom. Satin Brass has strong undertones of yellow ochre, with a matte finish.

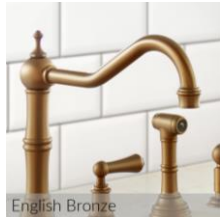
WHAT WE'RE SAYING...



Gold

Gold

Our Gold Finish brassware is plated with 24 Carat Gold to give that unique lustre you only get from using the real thing. After polishing and an initial chrome layer, the components are gold plated at a very precise 40° - the optimum temperature for shine and that decadent pure gold colour. Striking on both contemporary and traditional style brassware, this finish is the epitome of style and opulence. Our Gold finish is pure yellow in colour, presenting a natural golden glow and high shine finish.



English Bronze

English Bronze

The English Bronze finish is created using a high quality lacquer coating to give a darker shade of metallic finish. The raw, natural feel of this finish can add a touch of interest to any style of kitchen or bathroom and is becoming increasingly popular. English Bronze is a very versatile finish and is regularly used in a range of projects and styles, whether that be a utilitarian farmhouse style kitchen, Eastern influenced bathroom design or used with other finishes in a more contemporary setting. English Bronze is a rich metallic brown finish with subtle notes of orange and copper: typically defined as antique.

Dealer & Distributor further information

In our emails to Distributors and Dealers, we're letting them know that all special finishes have an up to 6 week lead time. They also have the following stock code and pricing information.

Finish	Stock Code suffix	RRP Guide
Polished Brass	BR	+ 35% to Chrome price
Aged Brass	AB	+ 35% to Chrome price
Satin Brass	SB	+ 35% to Chrome price
Gold	IG	+ 35% to Chrome price
English Bronze	BR	+ 25% to Chrome price

SOME PICTURES...

