

# DON'T BE SEDUCED BY 50 SHADES OF GREY

In recent years you may have noticed the colour grey dominating our skyline, not only as a result of the moody Capetonian weather of late, but also because every new highrise seems to have been painted one or another shade of grey. This reflects a growing trend which sees exteriors being painted anything from slate to charcoal, a trend which could end up saving, or costing, you money – depending on what you know.

The colour grey offers a myriad of benefits, some aesthetic and some more practical. As an exterior shade it has the potential to make a structure seem bold and imposing, though it could just as easily be used in a softer shade to give a warmer, more inviting facade. Don't be fooled however into thinking that this is the only reason the colour has seen such a resurgence in popularity.

As a paint colour, grey has the ability to mask a multitude of sins and offer almost absolute coverage in a single coat. This means that contractors are often keen to recommend it for a large project, such as an imposing beachfront highrise, as it saves significant costs. Scaffolding is erected for less time or rope access work time is reduced and material costs are reduced as only one coat need be applied. The issue which may arise is when these savings are not passed along to the consumer. An unscrupulous contractors may have you believing grey is the shade of the season without being upfront about the real reason they are so eager for you to embrace the trend and you may well find yourself severely shortchanged. On the other hand, armed with the right information, a bit of savvy negotiating and the right contractor, you could end up saving substantially on

your next project.

One final word of caution: you may be able to save money now, but if you decide at a later stage to go back to a lighter colour after applying a dark grey or charcoal, you may find that future redeco-rating costing you a bit more to cover over the darker colour.

It is true that in certain contexts grey can be dull and boring, but consider the colour of a dynamic and respected technology company's logo; namely Apple. Once multi-coloured, it is now grey. Grey as a colour is very calming, peaceful, balanced and soothing and it can convey the message of professionalism and trust.



Whether for stylistic or financial reasons, its clear that there has never been a better time to go grey, but going grey might just not be right for your, or your building.

Superseal Consulting is here to assist with site visits to examine the architecture and styling of your building, its position, and in the case of a business, your potential market. Based on those factors, we would be able to advise you on an appropriate colour choice.