

A Fresh Coat: Updating spaces with a cost-effective paint refresh

A fresh coat of paint is one of the most cost-effective ways to give a business a facelift. Richard Kilgannon, president and CEO of Arch Painting, spoke with *Chain Store Age* about how painting contributes to a store's overall impression.

What color trends are you seeing in the retail and restaurant sector?

Our customers are overwhelmingly leaning toward bright neutrals. White walls and black accents are trending in commercial spaces. This color family creates an open, airy feeling that allows for a wide range of complementary colors when choosing seating and tablescapes or display areas.

What are some of the most common mistakes retailers make when it comes to painting?

High traffic areas will always show wear and tear sooner than managers expect. Hostess areas, hallways toward the restrooms and point-of-sale areas have so many additional touch points—customers may lean against the wall while waiting for a table or run their hand along the wall walking toward the bathroom.

These spaces show wear sooner than any other space. One way to help avoid this is to work with a commercial painter to determine a maintenance schedule. If the retailer does a complete interior re-paint, they can expect that finish to last for three to five years. But high touch areas may need a refresh annually.

How does paint contribute to the overall impression of a space?

People eat with their eyes. They shop with their eyes too. If a restaurant or retail space looks rundown, customers aren't going to give that establishment their business.

Painting is one of the most cost-effective ways to give a business a facelift. It brightens and freshens up interior spaces, and improves curb appeal for exteriors.



Richard Kilgannon is president and CEO of Arch Painting.

Tell us about Arch Painting and the services it provides?

Arch Painting is a nationwide commercial painting contractor that has been in business for nearly 30 years. In that time, we built a network of more than 800 crews who serve our customers throughout the country. We are able to quickly mobilize our crews to be on-site for one-off, multi-site and even multi-state projects.

Can the company handle jobs for customers who have locations in multiple states?

Arch Painting is different from other commercial painters because of our vast network of painting crews. These 800 crews in 49 states comprise nearly 10,000 experienced, and highly trained painters who are ready to mobilize quickly and be on a job site as soon as a contract is signed. This allows Arch Painting to take on multi-site projects—even across multiple states.

How does Arch handle after-hour paint jobs?

After-hour painting is our specialty. We always want to paint in a way that has the least impact on operations. It's part of our white glove guarantee.

We work with facilities managers and local store managers to coordinate after-hour painting. Sometimes this includes key codes, keys or working with security. If the location is mall based, we also include mall security and facilities management in the

planning process when scoping out the logistics of the project.

How does the use of low/Zero VOC paint help retailers?

Low and zero VOC paint helps ensure operations can resume within normal hours. Many of our customers request zero VOC paint to eliminate the concern for paint fumes. This is especially beneficial in restaurants, but many of our retail customers choose zero VOC paint as well. We often paint overnight and having zero paint fumes means operations can resume as normal the next business day.

What is included in Arch Painting's white glove guarantee?

Arch Painting's white glove guarantee is a pledge to our customers ensuring outstanding craftsmanship, unparalleled customer service and satisfaction guaranteed. Customer service is our most important company value—and we take it seriously.

We offer concierge level customer service with a dedicated project manager assigned to each customer—accountability goes all the way to me, the CEO. We have invested in technology and innovation to make it all happen efficiently—so we can focus on our customers.

What should a retailer look for in hiring a commercial painting contractor?

Every commercial painting contractor should be licensed and insured. Those are table stakes. What really sets apart a commercial painting contractor is the long-term relationship. You want a painter who can not only handle your planned maintenance projects but also one who can be on site with little notice to address graffiti on the exterior of your building or correct unexpected damage to a wall. There is a reason why 90 percent of Arch Painting's customers are repeat business. We are more than just painters. We are partners in making sure your store always looks its best.