



Program Overview

Dulux

ACCREDITED PAINTER



What is the Dulux Accredited Painter Program?

Before



After



The Dulux Accredited Painter (DAP) program is an invite only painter program designed to help build more successful businesses through support in business development, community engagement and connecting professional painters with a growing consumer market.



The Dulux Accredited Painter Program has a national footprint covering all cities and major regional areas.

What is the DAP Value?



As a leading marketer and manufacturer of premium branded decorative paints in New Zealand for over 80 years, we understand what painters and consumers are looking for. The Dulux Accredited Painter program has been strategically designed to help Painters build the capability we know consumers want. Investing your business into the Dulux Accredited Program provides growth opportunities for your business, including:

Better Business

Helping members build strong, sustainable businesses

Consumer Engagement

Converting consumer trust and engagement with Dulux into opportunities for Dulux Accredited Painters

Professional Community

Help, learn and grow with a network of New Zealand's best painters



Dulux Accredited Program Investment

\$690 including GST / annual payments

- * 100% of membership fees are invested into the program each year to help support member programs and driving consumer awareness with the Dulux Accredited brand
- * DAP is an invite only program where membership numbers are limited by quality standards, values and geographic distribution
- * Non-compliant members are actively removed to protect the integrity and reputation of the Dulux Accredited program and its members

Leading the industry.



Co-Branding

As a Dulux Accredited member, you'll be part of an elite professional community that Dulux supports and markets to consumers as the gold standard of New Zealand's painters.

- » Exclusive access to the Dulux Accredited logo as a premium point of difference for your business
- » Promotion in Dulux and Dulux Accredited national advertising activity

Community

Dulux Accredited members are stronger together. Many members see networking as one of the main benefits of the program, helping one another with knowledge and support as professional colleagues rather than competitors.

- » Opportunity to network and learn at local Better Business seminars and social events
- » Private invite to the highly engaged Dulux Accredited members' Facebook group

Education & Training

Dulux Accredited Painters are the top of their craft and we support our members to stay there by providing them access to the latest product, trials and industry trends.

- » Skills training featuring local and international experts
- » Opportunity to share feedback and shape the industry

Business Development

We support Dulux Accredited members through professional and operational programs and resources.

- » Access to dedicated business coaching resources and events to help you build a mature, sustainable business
- » Exclusive access to professional business services at discounted member rates

Client Engagement

The program has a strong focus on connecting consumers looking for trusted painters with Accredited members.

- » Targeted advertising promoting Dulux Accredited painters
- » Find a painter website search promoting awareness and driving job leads
- » Branded brochures, tools and templates for use with clients

Your commitment.



What you need to be a part of the Dulux Accredited Painter community

1. Agree to uphold the Program's Charter of Values at all times, in accordance with the member agreement and encompassing:
 - Integrity
 - Client satisfaction
 - Excellence
 - Sustainable solutions
 - Health and safety
2. Provide Dulux with two client references from work completed in the last 12 months
3. Have the quality of your workmanship inspected at two properties, to ensure it meets the standards expected of a Dulux Accredited Painter
4. Pay the annual membership fee
5. Hold a current policy pertaining to Public Liability Insurance for an amount of not less than \$2,000,000 for any one occurrence (providing proof of such and checked annually by Ebix Trades Monitor)
6. Be prepared to offer a five year workmanship warranty in accordance with the terms and conditions of the Member Agreement
7. Use an environmentally responsible process to manage wash up and waste paint material in accordance with New Zealand or regional based legislation at all times
8. Make every reasonable effort to attend and engage at exclusive Member events in accordance with the Member Agreement
9. Maintain a solvent 30 day trading account at all times
10. Agree to purchase the following minimum amounts of DuluxGroup Paint by volume assessed monthly:
 - (a) at least 50% of all paint purchases in the first 12 months of accreditation*
 - (b) at least 60% of all paint purchases during years 1 to 3 of accreditation*
 - (c) at least 70% of all paint purchases after 3 years of accreditation*

*At least 60% of the volume purchased must be Dulux Premium Paint
11. Not actively promote opposition brands in any form of advertising or communications. This includes but is not limited to websites, vehicles, stationery and clothing
12. Proactively resolve customer complaints in accordance with the Member Agreement

The sign up process.

Congratulations!
You've decided to take the next step in developing your business.

Detailed below is the easy process to become a Dulux Accredited Painter:

- » Advise your Dulux Trade Representative you want to join Dulux Accredited
- » Your Trade Representative submits an online application form, taking into account the criteria listed under "Your Commitment"
- » Following approval from the State Sales Manager, you will receive an email with a link to the member Terms and Conditions. Read this page in detail and then check the "Accept" button
- » On the same day, you will receive a welcome email and separate invitation to login to the Dulux Accredited member website
- » Shortly after joining, you will also be presented with a member welcome pack by your Trade Representative



Dulux Customer
Service 0800 800 424
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Dulux and Dulux Accredited Painter
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Photographer: Lisa Cohen

Stylist: Bree Leech

Colours: Skip To, White Exchange Half and Buff It

Artwork: "Looking down from above #4" by
Ali McNabney-Stevens, Studio Gallery,
featured in the 'after' photograph on
front cover and page 1.