



Excellence in Painting... and People

CASE STUDY

Doing the COVID Pivot

> Residential Painting

Applied Colour has always done residential painting, but until 2020 and COVID-19 came along, it was never our primary focus. Looking back on the early days and weeks following the shutdown, we were not surprised that many of our commercial clients told us that there would be limited projects this year. And it made sense... businesses of all types were struggling to pay rents, and people were being sent to work from home.

As we reflected further, we realized that perhaps we could help our clients in a different way. So we asked "what if we were to increase our focus on residential painting?" And with that simple shift in thinking, we started getting calls to help out in people's homes.

It turns out that many of our friends don't like to be 12 feet up on a ladder cutting in their vaulted ceilings. But we do. It turns out that many of our friends don't have any desire to prep and spray their stucco exteriors. But we do.

And we have a reputation that you can trust us to take care of you. So please don't hesitate to reach out – even if its just for that one, tall, 16 foot high wall in the foyer with the holes in it from when you switched out your pictures – 5 years ago...



“leading the industry through high quality workmanship and unmatched customer service”

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