

# ScotchBlue™ Painter's Tapes Welcome Long Summer Days with Painting Tips, Inspirations and a Contest

Win a \$15,000 Room Makeover and be on DIY Network's "Sweat Equity" With the ScotchBlue™ & YOU Renovation Rescue Crew Contest

With the warmth of summer, extra daylight and holiday weekends, there's no time like the present to spruce up a space. To gear up for painting season, ScotchBlue™ Painter's Tape and DIY Network star and master of renovation, Amy Matthews, are helping home improvement enthusiasts jump into painting season with tips to get started and a contest to inspire.

"Painting continues to be the most popular DIY project because it makes such a big impact on a small budget," says Amy Matthews, host of DIY Network's *Sweat Equity* and ScotchBlue spokesperson. "A gallon of paint to create a unique design treatment can do wonders for a tired space with just \$100 or less, a little planning and some know-how."

The key to professional-looking results is being prepared with the proper tools and techniques.

## Amy's Top Five Tips to Get Started

Every painter should have the right ScotchBlue Painter's Tape for the job. 3M has introduced Edge-Lock™ Paint Lock Protector, a new treatment that enhances the premium benefits of ScotchBlue Painter's Tapes while providing additional insurance to painters that don't have a lot of experience and need an extra edge.

The perfect painter's tool kit also includes rollers, paint brushes, trays, a putty knife or 5-in-1 tool, gloves, drop cloths and a tape measure and level for certain design techniques.

Think about the function and mood desired for a room before picking out a paint color. Try painting small samples of color on the wall and live with it for awhile before you purchase gallons of paint.

A clean, smooth surface is imperative to achieve the desired look. Prepare your surface by repairing imperfections with a lightweight spackle, sand rough spots and dust and clean the surface with a towel or vacuum. This will help the tape stick properly to the surface.

Masking properly is a necessity to create crisp paint lines done right the first time! The best way to apply ScotchBlue Painter's Tape is to pull it off the roll a few feet at a time and lay it onto surface depressions. Press down as you go and avoid stretching the tape to prevent lift or breakage. Then, secure the tape by pressing down the edge with a putty knife, five-in-one-tool or even a credit card.

Now armed with the proper knowledge of how to get a painting project started, try some of the following design ideas or visit [ScotchBlue.com](http://ScotchBlue.com) for more inspiration.

## Inspiring Design Ideas using ScotchBlue Painter's Tape

For an invigorating look, create accent wall frames and a chair rail that will instantly transform a space. Using project plans found at [ScotchBlue.com](http://ScotchBlue.com), creating a personal oasis is as simple as choosing colors to suite personal tastes. Try a tropical splash of color with the 2010 Color of the Year, Pantone Turquoise (PMS 15-5519), to create a luminous, island-inspired getaway.

Tweens and teenagers are notorious for wanting to display their own sense of style – and their bedrooms shouldn't be an exception. Create a fun, personalized headboard by applying ScotchBlue Painter's Tape to form their initial directly above the bed. Then paint over it with their favorite color, let dry and remove the tape.

For a wild idea, paint zebra stripes on a board for a cool piece of artwork. Paint a base color on a board and let dry. Then lay down the tape in diagonal stripes. With a utility or precision knife, cut off the edges of the tape in a random, wavy pattern. Remove the cut edges and paint over the entire board to seal the edges of the tape. After it's had time to dry, paint once again with your accent color. Allow that coat to dry and remove the tape.

Images and video demonstrations of the above are available upon request.

In celebration of summer and painting season, ScotchBlue™ Painter's Tape and DIY Network's Amy Matthews

invite DIYers to enter the ScotchBlue™ & YOU Renovation Rescue Crew contest, where one lucky grand-prize winner will receive a room makeover valued up to \$15,000 and the exclusive opportunity to work with Amy Matthews on an episode of DIY Network's Sweat Equity. They can also logon to [www.ScotchBlueandYou.com](http://www.ScotchBlueandYou.com) to ask expert Amy Matthews questions about their renovation projects, share success stories and learn from others experiences—and even watch Amy tackle common renovations in the video library.

To enter the ScotchBlue™ & YOU Renovation Rescue Crew contest, visit [www.ScotchBlueandYou.com](http://www.ScotchBlueandYou.com) beginning now. Entries will be accepted through December 29, 2010.

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