



Stockists - Customer Support & FAQ's

It really is simple to achieve stunning results with Annie Sloan products. Your customers may from time to time ask questions about working with Chalk Paint®/™ and its associated products. Offer the following practical advice and tips so that your customers can have the confidence to express their own personal style in the home.

Chalk Paint®/™

“Painting with Chalk Paint®/™ should always be a pleasure. If it is feeling like hard work then maybe the paint is too thick. Add some water to make the paint flow easily. Are you working with a small brush? Switch to a bigger one to get the job done quickly. Is it hard work rubbing back with sandpaper? Use a courser sandpaper but next time paint a thinner top coat.” — Annie Sloan

- **Enjoy your painting, and don't be shy with the brush.** Advise your customers to apply the paint liberally. Some brushstrokes showing in the finish can be part of the look.
- **Understanding colour combinations needn't be complicated.** Show your customers your colour book so they understand how to soften a colour with the addition of Old White for a vintage look or Pure White for a modern look. Have lots of samples showing different colour combinations, and refer them to the chapter entitled “Working with Paint Colours” found in Annie’s book, **COLOUR RECIPES FOR PAINTED FURNITURE AND MORE.**
- **A piece of furniture finished with Chalk Paint®/™ and Chalk Paint®/™ Wax will stand up to ‘normal wear and tear.’** Advise your customers to treat their piece with respect. Allow the finish to cure before placing items that may scratch the surface. Avoid excessive water, alcohol, and sharp or scratchy objects. Use coasters under water glasses and placemats on dining tables. Clean with a soft cloth and avoid all liquid furniture polishes.
- **Sometimes you might see fluids on top of the paint when opening the can.** ‘Product separation’ is typical for most paint products. Tell your customers to not pour off the fluids; simply mix the fluids back in using a Mixing Stick.
- **Don't worry if you accidentally leave the lid off the can of paint.** A skin can form on the top of the paint when it is exposed to air for a long period of time. The skin can be mixed back into the paint and thickened paint can be thinned with a small amount of water if necessary.



- **Don't panic if you are painting a stained piece of furniture and a yellow or pink stain has appeared in the new paint layer.** This is known as 'bleed through'. It is particularly noticeable when painting with a lighter colour of Chalk Paint®/™. There are a couple of reasons this can happen: the piece was previously finished with a stain that is not colourfast (typically found on pieces from the 1930s and 1940s), or you are painting over a wood with open grain and the tannins stored in the grain come through into the new finish (oak is notorious for this). Instruct your customer to apply one or two coats of clear shellac (knotting solution) by rag or brush to block the staining effect. If they have already applied a coat of Chalk Paint®/™, there is no need to remove that layer; they can apply the shellac directly on top. Once the shellac has been applied, they can repaint the surface and the stain won't come through again.
- **Chalk Paint®/™ and Chalk Paint®/™ Wax are safe for use on cribs or cots.** The paint is safe to use on furniture destined for baby and child use. However, the wax should be applied and then left long enough to completely cure, allowing all the solvents to evaporate before use. Expectant mothers should not apply the wax themselves but find someone else to do so instead.
- **On very rare occasions the paint is not sticking.** Not knowing exactly how a piece of furniture has been previously used can sometimes be a problem. Advise customers to clean the surface well and, if necessary, apply one or two coats of clear shellac by cloth or brush if they experience bleed through. Although prep work is not usually necessary, sometimes a little more care is demanded:
 - Remove any old greasy, waxy or oily residues with a cloth moistened with white spirit.
 - Clean surfaces or parts that will be painted with soap and water. Use a scouring pad to lightly scrub the surface. A soft brush can be used to work into open grain and intricate carvings. Avoid saturating the surface.
 - Rinse with a clean rag and warm water and let the piece dry completely

Advise your customer to test the paint first in an inconspicuous area to make sure of its bonding capabilities and also to ensure that the piece was not previously stained with a colour bleeding stain. If the test patch shows any of the underlying colour bleeding up through, it will be necessary to first apply one or two coats of shellac.

Chalk Paint®/™ Wax

- **Use the wax sparingly.** Advise your customers to always apply Annie Sloan Chalk Paint®/™ Wax in thin layers. The wax needs to be worked into the underlying paint using a brush or cloth so that it absorbs into the paint (just like hand cream!). They should immediately remove the excess wax with a clean cloth. It is important to advise your customers to work in small sections at a time and to change to a clean cloth frequently as an old one can become clogged with wax and become ineffective. Let the remaining thin layer of wax dry overnight before buffing. Buff with clean soft cloths.
- **Wax should be used on interior surfaces only.** It is not suitable for outdoor use.



- **Apply enough wax to completely cover the surface.** Being too sparing in your application can result in an uneven or patchy look. Advise your customers that when in doubt they should apply a second coat of wax, particularly in areas where they have removed some wax during the sanding process.
- **Apply a layer of Clear Chalk Paint®/™ Wax before applying Dark or Black Chalk Paint®/™ Wax.** Dark and black wax contains pigments that will 'stain' the underlying paint, making the coloured wax effect difficult to control. Advise your customers that in almost all cases it is best to apply a layer of Clear Wax first.
- **Use Dark Chalk Paint®/™ Wax to subtly age the surface.** Remind your customers that they can always use a small amount of clear wax to 'erase' the darker colour if their result is too dark. You can also advise your customer to mix dark and clear wax together for a lighter colour, or thin the dark wax with a small amount of white spirit for a thinner application.
- **What happens if you apply excess wax?** If your customer has applied excess wax this may leave a sticky or smeary finish. Your customer should try to remove and buff out the excess wax using plenty of clean cloths. They can also try applying a thin layer of additional wax; the solvents in the wax will 'melt' the underlying layer; again they will need lots of clean rags and some elbow grease to remove the excess. As a last resort, they can remove the excess wax by wiping over the surface with a cloth dampened with white spirit. Most likely they will need to reapply a thin coat of wax afterwards.

Chalk Paint®/™ Lacquer

- **Apply Annie Sloan Lacquer with a sponge roller and/or brush.** Stir well before using. Apply two thin coats for even sheen and greater durability. Let dry one to two hours before recoating, and leave overnight before walking on it.
- **Thin coats of Lacquer are best over dark colours.** Annie Sloan Lacquer is a matt varnish which contains flattening agents to give it its low lustre. If the Lacquer is applied thickly over a dark surface, those flattening agents may appear to give a 'frosted' or 'milky' look to the finish. There is no easy fix for this problem and your customer will have to reapply their finish. Advise your customers to always apply the Lacquer in two thin coats. A small amount of water (up to 10%) can be added to the Lacquer for the first coat.
- **Annie Sloan Lacquer should be used on interior floors only.** It is not recommended for use outdoors or in areas where there will be a lot of water.
- **Lacquer should never be applied over Chalk Paint®/™ Wax.** If you change your mind after waxing and decide you would prefer to use Lacquer, you will need to paint over the (cured) wax finish with Chalk Paint®/™ first.



- **Always perform a test patch when using Lacquer.** When applying Lacquer, bear in mind that it is a 'penetrating' finish and can pull tannins or stains from the wood up through the paint. This can be especially noticeable on whites, manifesting as a yellow stain. Always test Chalk Paint®/™ and Lacquer on several areas before you begin your project. If a stain appears, simply apply a thin coat of Lacquer or shellac/shellac based primer directly over the entire surface to be painted before painting and lacquering again.

Annie Sloan Craqueleur

- **Craqueleur should be applied over small areas as a decorative accent.** Applying Craqueleur over larger areas can result in a very uneven or inconsistent look.
- **What happens if Annie Sloan Craqueleur Step 2 is too thick?** Advise your customer to place the container of Craqueleur Step 2 in a bowl of very hot water to warm it and make it more workable. They can also wet their brush with water, wipe off and then proceed — a little water will help the Step 2 product to spread more easily.
- **Avoid areas of extreme heat or moisture.** The Craqueleur product is sensitive to heat and moisture. It is best to apply this product in a warm dry atmosphere. If the surface it is applied to has any moisture in it or comes in contact with extreme heat it is likely that the Craqueleur will continue to crack and possibly bubble or lift. A room that gets steamy, such as a bathroom, is not the best choice for a Craqueleur finish.
- **Craqueleur should be used on interior surfaces only.** It is not suitable for outdoor use.

Annie Sloan Image Medium

- **Annie Sloan Image Medium is easy to apply.** Image Medium is easy to apply but should be applied thinly. When using this product for decoupage, several coats should be gradually applied over the top of the paper to achieve a smooth finish. For image transfer techniques, we advise sealing with Chalk Paint®/™ Wax for the best results.

FAQ's

Q. My customer painted a piece with Pure White Chalk Paint®/™ but after two coats she could still see the dark surface underneath. Why is this?



A. The way Pure White is made means that it is less opaque than the other colours in the Annie Sloan Palette. It is therefore sometimes necessary to build up the colour with an extra coat for full coverage. Three coats may be necessary over very bright or dark surfaces. On these surfaces, we suggest you start with a coat of Country Grey (or similar) and follow with a coat of Pure White. Alternatively you could prepare the cabinets with white shellac based primer.

Q. Which finishing materials are safe for children's toys or projects that come in contact with food?

A. Representative samples of Chalk Paint®/™ Wax and Annie Sloan Lacquer have been independently certified as 'toy safe' according to strict European standards. Our testing is conducted by one of Europe's leading testing houses who have confirmed full compliance with BS EN 71-3:2013.

Q. How long will it take for my finish to cure?

A. Annie Sloan Soft Wax may be dry to touch very quickly, but takes some time to reach its full hardness. It will start to harden as the solvents in it evaporate. This hardening process is known as 'curing'. Curing can take between 5 and 21 days depending on ambient temperature. You may need to treat your finished surface with extra care up until the wax has cured completely (use coasters, avoid sharp objects etc).

Q. I typically use a spray furniture polish when dusting my furniture. I recently tried to paint one of my pieces of furniture with Chalk Paint®/™ and the paint cracked in some spots, particularly along the edges. What is wrong?

A. Many spray furniture polishes, including Pledge, contain dimethicone, a silicone used to protect surfaces, which can affect the adhesion of the paint. Try the following steps to remove the polish: Liberally wipe the piece down with white spirit. Then wash the surface with a grease cutting cleaner and rinse well. Let dry and seal with one or two coats of shellac. If you have already applied a coat of Chalk Paint®/™ and then discovered the problem, sand the area with fine grit sandpaper and then seal with one or two coats of shellac.

Q. Can I paint the fire surround/mantelpiece of my working fireplace?

A. Chalk Paint®/™ adheres very well to marble, stone, wood and brick fireplaces with no undercoat required. It can also be used on radiators! Make sure the radiator or fireplace is cold before you start painting in order to prevent the paint from cracking. You can leave the paint unsealed or finish with Clear Chalk Paint®/™ Wax if you wish. Remember to leave the wax to cure for 48 hours before exposing it to heat.

Q. Can I mix Chalk Paint®/™ colours together to create a custom shade?

A. Annie Sloan's carefully selected range of colours is hugely flexible as you can mix colours together to extend the range and create endless possibilities. If you want to make a colour paler then add Old White or Pure. Old White will give the colour a softer vintage feel, and Pure will make the colour more modern.

Find out roughly what ratio you need by experimenting - you could use your fingers to dab and mix colours, or a teaspoon to make small amounts. For larger amounts you could use a cup or even a tin as a measure.



Start with a dollop of your chosen colour, slowly adding the Old White or Pure. A dollop of Provence and two dollops of Old White gives you a ratio of 1 to 2, making a lovely soft pale slightly aged turquoise like old faded French shutters. Use Pure and the colour is cleaner and fresher, giving a more vintage 1950's look. It's useful to keep a sample of the colours you make in your Chalk Paint®/™® Work Book, just in case you want to recreate them. For lots more information on mixing colours, see Annie's book 'Colour Recipes for Painted Furniture and More'.

Q. Can I use Chalk Paint®/™ to paint my outdoor furniture?

A. Chalk Paint®/™ can be used on outdoor projects. It's particularly good on brick, concrete, stone and terracotta – and there's no need to wax. On garden furniture, a coat of water-based exterior varnish will protect against stains and keep the finish looking good for longer. Look for a varnish with UV protection to prevent colour fading.

Chalk Paint®/™ will fade in the sun and age gracefully with the elements. Chalk Paint®/™ is a water-based decorative paint and does not have any weatherproof or protective properties. Depending on the look you want and the site-specific conditions you may find it needs a fresh coat periodically.

Chalk Paint®/™ is not recommended for teak or other oily woods. Always test, if in doubt!

Q. How do I clean a painted and waxed piece of furniture?

A. To clean marks or stains, use a slightly damp cloth with a little mild soap. If you need to use a stronger cleaner, you may have to re-wax the area. Stubborn marks on waxed pieces can often be removed with a little Clear Chalk Paint®/™ Wax on a cloth.

Always use heat mats and coasters to protect your painted and waxed surfaces. Keep away from extreme temperatures or humidity. Like you, your finish prefers a moderate climate!