# Decorating sundry innovation highlighted as Bartoline builds range from Beverley base

Research and development-led innovation and supplier collaboration has culminated in two new product releases for East Yorkshire-based decorating products manufacturer Bartoline.

The Beverley business has brought a new non-solvent brush cleaner and paint and varnish strippers to the market this summer. It follows an entire range launch focused on the British manufacturing heritage it proudly champions.

Bartoline is a £25 million turnover business, bought out by an investment fund managed by Endless LLP last year after almost 150 years in family ownership.

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Product growth mode has clicked in after a strong period post pandemic as home improvement became a key focus for consumers.

Just launched, Clean Spirit provides a low-impact alternative to traditional white spirits, and is described as being effective for cleaning oil and water-based paints from brushes, rollers and paint pad. It contains all biodegradable ingredients.

Paul Robbins, managing director of Beverley’s Bartoline. (Image: Bartoline)

“Bartoline is committed to new product development to find more environmentally friendly alternatives to traditional decorating sundries,” managing director Paul Robbins said. “It is pleasing that our investment in R&D and collaboration with our key suppliers has resulted in this highly effective, non-solvent brush cleaning product, which again sets us at the forefront of this product category.”

Also heading into the decorating trade and consumer DIY markets are Paint Predator Heavy Duty and Paint Predator Fast Action.

The non-flammable development will set them apart from traditional strippers, according to the team – as they can be displayed on store shelves for customer self-selection.

“Paint Predator is another ground-breaking new product range

from Bartoline," Mr Robbins said. "We think that merchants, retailers and their customers, will appreciate the non-flammable nature of these two new products, which not only makes them safer to display in store, but also removes the risk of flammable vapours during use."

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