

2017

MEDIA KIT








A BOLD TAKE ON TRADITIONAL CHALK STYLE PAINT



The FAT Paint Company makes a chalk-style paint that goes on smooth, distresses easily and finishes with flair. Developed by an artisanal brother-sister duo, FAT Paint transforms furniture, frames, jars, cabinetry and anything at all, into enviable works of upcycled art.

FAT PAINT-BY-NUMBERS

-  **Give your piece 'The Once Over'.** Wipe it with a sanding sponge and then clean all surfaces.
-  **Grab your brush.** We like a good quality brush or a low-nap velour roller. Ditch the foam - it's not our favourite.
-  **FAT'n it up.** Wait about 20 minutes between layers. We suggest two coats as a minimum but feel free to fly your creative flag!
-  **Sand it.** Use a sanding sponge or paper and sand all surfaces with FAT Paint on them.
-  **Seal it.** Add a top coat with FAT Wax or CLEAR Top Coat so your craftsmanship lasts!



AT FAT PAINT, WE BELIEVE EVERYONE HAS AN INNER ARTISAN.

The FAT Paint Company began in 2012 when Victoria, an avid DIYer, and Bradford, an artist with mad skills, brought their collective talents together. This artisan sibling duo sought to make versatile and easy to use chalk-style paint. It didn't take long for their custom formula made by artisans, for artisans, to turn people certifiably inFATuated. What began in Victoria's kitchen has now grown into a 2400 square foot production space located in New Westminster, BC, with over 110 retailers across North America.

WE LOOK TO INSPIRE, TO THINK OUTSIDE THE BOX AND TO GO BOLD.

Since day one, The FAT Paint Company has been deeply connected to our community – both in our beautiful home of New Westminster, BC and creatively to DIYers and artisans everywhere. Our vision is to make and sell the best chalk-style paint across the globe so that all of your projects – no matter how big, small, wild or wonderful – can come to life

MEET THE ARTISAN OWNERS

With a background in music, animation, sculpting, painting and illustration, Bradford is the creative core at The FAT Paint Company. Working as a scenic artist in the film industry, he was using chalk-style 'fat' paint daily without knowing. He brought in this expertise when he teamed with Victoria to start The FAT Paint Company – calling it exactly what it is.

A community advocate at heart, Victoria's career began with a Political Science degree from the University of Victoria. That community advocacy along with her extensive administrative and project management experience has been a huge benefit in building a supportive community of retailers. Her passion for interior decorating and design has been an essential part of the company since they first began mixing FAT Paint with a Kitchen Aid mixer.



COME TO THE FAT SIDE JOIN OUR INFLUENCER PROGRAM!

Our Influencer Program is a community of creative DIYers and artisan bloggers we've partnered with to explore the endless possibilities of FAT Paint. We are proud to support their bold ideas, and they're eager to share their inFATuation.



Work with FAT - we love collaboration


Have a project you think would be absolutely FAT-tastic? Reach out to media@fatpaint.ca and let us know how we can make your vision come to life.


BE SOCIAL
WITH US





SHOW US

HOW YOU'RE #INFATUATED

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FOR PRESS AND MEDIA INQUIRIES
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