

# Blacks celebrate 55 years in business

Started in 1962 by Harry and Florence Black from a small shop which they lived above at the bottom of the High Street in Dungannon, H Black has developed into a successful business which is still thriving today. The family business is now run by Harry's two sons - Trevor and Kenny.



Kenny says the key to the shop's success is always staying ahead of the crowd and being brave enough to try something different. "My Dad was the first in Northern Ireland to stock Leyland Paint and I remember one sales rep visiting the shop selling paint in a box. It was all soft pastel shades and my dad took a chance and said he would take a pallet but when the delivery turned up it was whole container full! We took it in anyway and managed to sell it all."

The shop moved in the 90's to a new larger premises 3 doors up from the original shop and the ethos of constantly changing and adapting to new markets is still the life blood of the business. Loyal stockists of PPG paints throughout their 50 year history, Black's made a name for themselves in the wallpaper market. Their stocked collection of wallpapers is over 500 patterns and they import wallpapers from across the globe to give themselves a point of difference from the competition.

Now onto the third generation of the family Trevor's son and niece work in the shop also. But it doesn't matter if you are family or not all staff are highly trained to give product advice and great customer service. "Customers come from up to 40 miles away because they know we offer a service second to none and will help them achieve the look they desire. We even sold Leyland Chelsea Blue Gloss to one decorator for his van! We always offer customers the full package as well and anyone buying paint or wallpaper never leaves without a brush or a packet of paste. These small additional on sales really do add up across the year and make a huge impact on our figures."

Looking to the future Kenny says the paint market has changed more in the past 10 years than ever before with the introduction of VOC legislation and the move to water based trim products, something which Blacks have fully embraced and have worked hard to convert customers to the new products offered by PPG such as Aqua Gloss and Satin. "We believe that

one day all oil based products will be outlawed and changing our customers buying habits now will reap benefits in the future."

When asked what's next for the business Kenny laughs and declares that he will retire and forget all about paint but something in his smile says he will always have a hand on the running of the shop.

