

Builders Warehouse collaborates with Thabang Lehobye to help customers

#DoltYourWay

South Africans have embraced do-it-yourself (DIY) upgrades for their homes with homeowners expected to do more home renovations this year, tapping into the consumer trend to help create the space and environment they want for their homes.

Builders recently ran a survey with a handful of customers to improve the in-store experience. Responses received were remarkably similar with the common theme across all being that customers wanted to feel like they were being taken on a journey, allowing them to experiment with the different options available to them to select the best option for their needs. They wanted to leave a Builders store feeling empowered to make the right purchase decisions for their home renovation needs.

“One of the simplest and most effective ways to transform your home is to use paint. One of the biggest structures in a home are the walls and painting them the right colour can do wonders in transforming the design and feel of your room. Leveraging our customer feedback, we collaborated with Johannesburg born contemporary artist and illustrator Thabang Lehobye to host our Paint DIY event to show how personal spaces can be transformed using colour and texture,” says Janet Booyesen, Marketing Executive at Builders.



Artist Thabang Lehobye and Janet Booyesen, Marketing Executive at Builders

Thabang will bring an abstract meaning to the process which will help DIY fanatics find creative ways of stretching their buck and transform their spaces and environment #DoltYourWay. Understanding the power that paint has to affect moods, energy and perspectives, Builders recently unveiled a back-to-basics tool at its DIY event to give its customers, the confidence they need for their next painting project.

Influencer Tammy Botha painting her own work of art.



Guests interacting with spray paint DIY station





Guest Tammy Botha making her mark on the Wall of Fame



Event guests painting at the DIY session hosted at Builders Midrand



DIY picture frame painting class with Rust-oleum spray paint



Janet Booyesen, Marketing Executive talks about new in-store innovations in Builders Warehouse stores



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