

GREEN BY NATURE

Ecologically sustainable options are a key consideration for any project today. Resene paints reflect the company's long-standing commitment to green products



It seems everyone, from architects and designers to homeowners, is looking twice at the products they are specifying these days – a key determination being whether or not they are ecologically sustainable options. And it's not just building materials getting all the attention. Paint types are also under the microscope.

Resene has a long history when it comes to pioneering moves to more environmentally friendly paints. The company introduced waterborne paints in the 1950s, and undertook the removal of lead in all paints in the 1970s. In 1996, the company took a further step forward, joining the Environmental Choice programme.

Marketing manager Karen Warman says joining the programme gave Resene the impetus to solve the

common problem of customer headaches caused by strong smelling paint. Resene chemists removed virtually all odorous material from Resene Zylone Sheen, Zylone 20 and Ceiling Paint.

The latest development from the company is Resene Zylone Sheen VOC Free paint. This low sheen acrylic for interior broadwall areas is completely free of volatile organic compounds (VOCs). This translates to improved air quality, which can help prevent headaches, asthma, nausea, respiratory complaints and allergic reactions. It also provides a better working environment for the professional or amateur painter.

For more information, visit a Resene ColorShop or phone 0800 RESENE (737 363). Or visit the website: www.resene.co.nz.

This page Environmental Choice-approved Resene paints include Resene Zylone Sheen, which features in the Les Mills Hutt City gym. The green walls are painted in Resene Limeade, while the bright red shade is Resene Monza. Resene's PaintWise service is another environmentally friendly initiative. The scheme encourages the return of unwanted paint and paint packaging to Resene ColorShops.