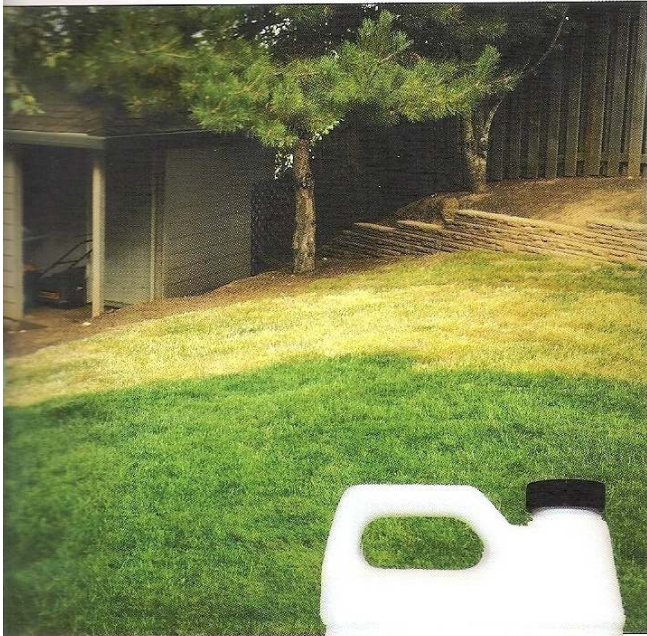


# Ideas in the paint aisle



Homeowners' lawns looking fresh

one applications and filtered the paint and environmental regulation heavily influencing the paint category.

ent legislation and public companies have had to product offerings — and C. (volatile organic com- systems,” said Pat Power, namic Paint of Missis- 17). “Some of the best improved the quality of approach the Holy Grail

tions and new innova- more than 200 suppliers ing their colors and sto- Hardware Show.

## erns?

coming a key consid- n assessing their pur- suppliers are responding and R&D to produce a new w and no-VOC paints.

vident than in California, ironmental regulations in ia-based company, Kelly-

Moore Paints has been at the forefront of environmental innovation and regulation, said Steve DeVoe, president of the San Carlos paint company. To that end, Kelly-Moore has recently introduced two zero-VOC, low-odor paint lines: Enviro Coat and Green Coat. These two new lines meet both health and environmental concerns, the company said.

“The quality of our paints reduces the need for frequent repainting, which lowers the overall cost-per-foot-per-year for the consumer,” DeVoe

said. “This also helps the environment, as less paint waste is disposed of in landfills.”

Dunn-Edwards Paints of Los Angeles, is another Southern California paint company adhering to the new environmental initiatives. “We are located in the toughest air quality district in the country, so regulations are often driving innovations,” said Brad Wheeler, marketing product manager. Wheeler said the challenge to produce a low-VOC paint that performs at a high level is no easy feat. To achieve that goal, Dunn-Edwards has focused on resin technology and other modifiers to produce components that are free of VOCs. A case in point is Enso, a premium low-odor/zero-VOC interior paint with 100% acrylic formulation. “It’s a high-performance paint for zero-VOC, very durable, with wonderful application properties,” he said.

Whether it is legislation or growing customer demand, the switch to more earth-friendly products is inevitable, say industry observers. Lisa Presutti, director

(story continued on page 23)

## Sansin unveils low-VOC colorant

Strathroy, Ontario-based Sansin Corp.’s (Booth #3331) new Eco-Tone colors provide a low-VOC option to wood stain colorants.

“The industry, and many customers, understand that any stain base, no matter how low in VOCs, will see an increase in VOC content once color is added,” the company said.

Sjoerd Bos, VP of Sansin, said that adding a dye to a low-VOC base stain could bump those levels as high as 100%.

Instead of using a dye, Sansin’s new Eco-Tone colors use pure pigments ground very fine in order to combine with the company’s Purity 0-VOC base to provide a deep rich wood stain with a VOC level of less than six grams per liter. “That’s less than a fraction of a percent,” Bos said.

With such states as California lowering the acceptable VOC levels in paints, Bos said the product is primed to help retailers meet current VOC levels, and differentiate themselves from their competitors with the unique Sansin product offerings.

Bos said the low VOC level doesn’t compromise performance either. Instead, he said the Eco-Tone colors, combined with the company’s Purity 0-VOC base, provide deep, rich colors that penetrate into the wood.

“I truly believe performance doesn’t need to be compromised by lowering VOC levels,” Bos said. ●

