



“Green” Coatings Showcase

PDR MAGAZINE PRESENTS ON THE FOLLOWING PAGES A SAMPLING OF PAINT AND COATINGS THAT HAVE LOW OR ZERO VOCs, LOW ODOR AND/OR OTHER ECO-FRIENDLY QUALITIES. SEE PAGE 51 FOR AN ACCOMPANYING SHOWCASE ON “GREEN” PAINTING SUPPLIES.

Natura from Benjamin Moore

Natura from Benjamin Moore Paints is a zero-VOC premium-performance interior paint that, unlike any of the competition, is available in thousands of hues and a wide range of sheens. The VOC level of Natura is unaffected by the addition of colorant, because the paint is based on Benjamin Moore’s patented waterborne colorant system. Natura Interior Acrylic Latex is available in all of Benjamin Moore’s nearly 3,300 colors and can be limitlessly color-matched to one’s personal choice and still be zero-VOC.

Benjamin Moore describes this as the greenest paint the company has ever made. To substantiate that claim, Benjamin Moore sent Natura for testing to one of the two laboratories in the U.S. that perform California’s Collaborative for High Performance Schools (CHPS)



○ Natura from Benjamin Moore

indoor air tests. In comparison testing, it was found that Natura releases fewer total volatile compounds than other national top-selling zero-VOC

paints. Universally, CHPS is considered to be the toughest paint-emissions standards, and so the results leave no doubt how genuinely innovative Natura is. Natura promises easy application, excellent hide and outstanding durability. It dries fast and is virtually odorless. And it is highly washable as well.

The Natura range includes a primer plus three sheens—flat, eggshell and semi-gloss—and, of course, the infinite selection of colors.

For more information, visit online at www.benjaminmoore.com.



○ Pure Performance® from PPG

Pure Performance® from PPG

Pure Performance® from PPG Architectural Coatings is a high-performing zero-VOC interior paint that was the first of its kind. “It was the first national zero-VOC paint that was recognized for having the performance standards of a

standard interior paint,” said PPG’s Tom Dougherty.

In addition to zero VOCs, Pure Performance is free of crystalline silica and contains an anti-microbial. “It has virtually no odor,” Dougherty said. “You can paint a room today and occupy it tonight. It is frequently specified for LEED projects and will help the property owner earn points toward LEED certification.”

Pure Performance is perfect for home interiors, hospitals, healthcare facilities, schools, universities, hotels, retail and public spaces and offices. It is available in a flat, eggshell, semi-gloss and a primer sealer. It comes in three bases and pure white.

For more information, visit www.ppgpittsburghpaints.com or www.ppgporterpaints.com.

Boomerang Paint from Laurentide

Laurentide ReSources has been successfully recycling paint in the Canadian market under the brand name of Boomerang® for more than 18 years. Recycled paint is diverted from the landfill and given a second chance to make it on the wall.

Boomerang has low VOCs below 40 g/L, actually lower than an expensive zero-VOC paint plus colorant, typically over 100 g/L. In addition, the manufacturing process is 88-percent



○ Boomerang Recycled Paint from Laurentide



○ ELEMENTS from California Paints

less greenhouse gas-producing as compared to “virgin” paint manufacturing process. The line is EcoLogo-approved and packaged in 100-percent recycled plastic containers.

Boomerang Recycled Paint is manufactured with the same quality standards as a \$27 to \$30 gallon of paint, in that it offers one-coat coverage and is a non-spatter, washable paint that is certified by third-party Master Painter Institute of Canada which test all paints on the Canadian marketplace. It also offers the best price-to-value ratio, retailing at only \$14.99 per gallon or \$64.99 per 18.9-liter pail (that’s only \$13 per gallon).

For more information, visit online at www.boomerangpaint.com.

ELEMENTS from California Paints

ELEMENTS from California Paints is a high-quality, zero-VOC, 100-percent acrylic latex that does not compromise quality or performance. ELEMENTS is a full line consisting of four different sheens—a flat, eggshell, pearl and semi-gloss—as well as a primer and a ceiling white.

In addition to being zero-VOC, ELEMENTS is also GreenWise-certified and LEED-compliant and features Microban technology.

In addition to zero-VOC ELEMENTS, California Paints has a new super-strength, zero-VOC colorant system, Trillion, developed in Europe. Trillion can be used with ELEMENTS to maintain its zero-VOC content and also can be used to tint other paint products in the California Paints line. Its super-strength formulation enhances the hiding properties of the paint.

For more information, visit online at www.californiapaints.com.

Mythic Paint

All Mythic Paint products are zero-VOC and contain no toxins. The paints come in 10 finishes for both interior and exterior needs and can be used with any applicator, including sprays. Mythic is also available in any color, and thanks to its color system, no VOCs are added when the paint is tinted—even the very deep colors. Mythic was actually the first zero-VOC, zero-toxin premium paint on the market, and has proved to be



○ **Mythic Paint**

equal if not more durable than other paints. Just as a final point, David Gottfried, founder of the USBGC and co-creator of the LEED Certification, uses Mythic in his home and for his personal needs.

For more information, visit www.mythicpaint.com.

**Breathe-Safe™
from Muralo**

Muralo Breathe Safe™ is a virtually odorless high-performance water-based latex, formulated with no harmful solvents and based on a sustainable chemistry technology, and intended for interior use. Ideal for nursing homes, schools, babies' rooms and health care facilities as well as the hotel/motel industries, Breath Safe™ is recommended for use on previously painted wall-board, plaster or masonry. Specified for

space that is occupied during painting. Breathe Safe™ is available in flat, eggshell and semi-gloss wall finishes, which can be tinted to any color, and a Ceiling White Paint and a White Interior Primer.

Breathe Safe™ is certified by Coatings Research Group Inc. to meet environmentally determined performance standards established by CRGI's ISO-accredited facility for specific product types and to meet or exceed the VOC requirements of LEED® for most paint and coatings applications.

For more information, visit online at www.muralo.com.

**Mason's Select from
Duckback Products**

Mason's Select Transparent Acrylic Concrete Stain (6000 Series) is a 100-percent acrylic at 250-VOC and



○ **Mason's Select Transparent Acrylic Concrete Stain from Duckback Products**

100-VOC levels. It's a penetrating stain and sealer with a transparent finish. It resists dirt, mold and mildew stains as well as auto fluids, gasoline, oil, grease and hot-tire pick-up. It is easy to apply and offers soap and water cleanup. Use a single color or multiple colors to create designer effects. The stains may be intermixed or tinted to create custom colors.

The line includes eight ready-to-use natural stone colors plus Coal Black and Quartz White. Other products in the Mason's Select line include Mason's Select® Clear Acrylic Concrete Sealers—6510/20 Series, Mason's Select® Epoxacryl™ Solid Color Concrete Stain—6200 Series, Mason's Select® CONCRETE CLEANER—6500 and Mason's Select® CONCRETE ETCHER—6550.

For more information, visit online at www.superdeck.com.

Sikkens Cetol WB SRD

Sikkens Cetol WB SRD is the latest introduction to the Sikkens family of Next Wave Technology products. It combines the classic one-coat finish that the SRD products are known for with the superior application, quick dry time and ease of cleanup inherent in waterborne formulas. The hybrid formula is designed to give the advantages of both an alkyd and an acrylic. Its unique tinting system allows the dealer to stock the clear tint base only and small bottles of pre-blended trans-



○ **Muralo Breathe-Safe™**



○ Sikkens Cetol WB SRD

lucent iron oxide pigments, thereby minimizing inventory investment while enabling the full color offering and maximizing shelf productivity. Cetol WB SRD also contains optimal amounts of UV light stabilizers, all while containing less than 125 g/L of VOCs (in the clear tint base).

For more information, visit online at www.sikkens.com.

**ZAR ULTRA MAX
Wood Stain from UGL**

United Gilsonite Laboratories offers ZAR ULTRA MAX Wood Stain, a VOC-compliant waterborne, oil-modified product for interior and exterior use on horizontal or vertical surfaces. The formula is easy to apply and cleans up with soap and water. It



○ ZAR ULTRA MAX from UGL



○ MasonrySaver Decorative Concrete Products from SaverSystems Inc.

is recommended for wooden furniture, hardwood floors, woodwork and wood, metal or fiberglass doors. Its special features include an advanced Green Phase Resin Dispersion Technology that utilizes environmentally friendly resins. No wood conditioner is needed.

For more information, visit online at www.ugl.com.

**MasonrySaver from
SaverSystems Inc.**

SaverSystems Inc.'s newest addition to its "green" product offering is the MasonrySaver Decorative Concrete Products series. With the growing popularity of decorative concrete surfaces, this new line of products offers a water-based sealer that is every bit as tough and durable as other solvent-based sealers, yet it is eco-friendly and VOC-compliant. Whether the application is for new concrete or previously stained and sealed surfaces, this sealer has the ability to adhere in the most difficult environments. For concrete patios, floors, garages and other tough ap-

plications, both interior and exterior, MasonrySaver Decorative Concrete Sealer offers a new level of performance in the rapidly growing field of "green" water-based coatings.

For more information, visit online at www.saversystems.com.

**Concentrated Tints from
Vermont Natural Coatings**

The Woodtone Series Concentrated Tints are new from Vermont Natural Coatings this year. Color-rich, fade-resistant and zero-VOC, these tints mix quickly and stay in suspension in waterborne finishes. Paired with Vermont Natural Coatings PolyWhey® floor and furniture finishes, the Woodtone series provides both homeowners and professionals a durable and versatile finish.

Packaged in 4-ounce containers and ready-to-use quarts, the Woodtone series uses less shelf space and creates more profit for store owners while giving the professional and homeowner more options for every project. The Woodtone Series Concentrated Tints are designed to mix with clear PolyWhey® interior wood finishes to



○ Woodtone Series Concentrated Tins from Vermont Natural Coatings



○ Zero-VOC paint from YOLO Colorhouse

achieve the desired color or to match ready-to-use PolyWhey Furniture Tints on interior wood surfaces. The Woodtone series color system enhances the entire Vermont Natural Coatings line, giving end users the quality and safety they demand.

For more information, visit online at www.vermontnaturalcoatings.com.

Environmentally Friendly Paints from YOLO Colorhouse®

YOLO Colorhouse has a zero-VOC paint, but it also possesses other qualities that help it live up to its environmentally friendly title. The paint line has no carcinogens, no mutagens, no hazardous air pollutants, no ozone-depleting compounds, no formaldehyde, no phthalates as well as no VOCs. As Virginia Young, who co-founded the company along with Janie Lowe, explained, “We’re proud of what’s NOT in our paint.” As a result of such high environmental standards, the paint line has achieved Green Seal™ certification under the stricter 2010 standards. Founded with a commitment to sustainable business practices, the company looks at every business decision with a “green lens.” Its displays are made from wheat

board and cardboard, both recyclable materials. Labels are printed with soy inks and produced on recycled paper.

YOLO Colorhouse performs like a premium conventional paint, but with no odor, no harmful chemicals and no added solvents. The product line comes in flat, eggshell and semi-gloss sheens as well as a zero-VOC primer. Online resources include an indepth color section, a learning section and a store locator.

For more information, visit online at www.yolocolorhouse.com.

STORM SHIELD® from Gemini

Gemini offers “green” or lower-VOC product counterpart alternatives to almost all of its traditional higher VOC interior and exterior wood coatings. The company offers product catalogs that contain information on all the Gemini eco-friendly interior and exterior wood coatings. Gemini recently introduced STORM SHIELD®, an eco-friendly waterborne exterior wood protectant formulated with a unique combination of resins and pigments that enhances the natural beauty and warmth of both old and new wood.



○ Gemini Storm Shield



○ Zinsser® Bulls Eye Zero from Rust-Oleum Corporation

This acrylic system is user-friendly, environmentally safe and easy to clean up with soap and water. It provides superior water repellency and maximum protection from premature loss of color, surface mildew and water absorption. Powerful ultraviolet light-screening chemicals reduce unsightly graying and loss of natural color. For more information, visit online at www.gemini-coatings.com.

Three Products from Rust-Oleum's Zinsser® Brand

Rust-Oleum Corporation offers several environmentally friendly products from the Zinsser line. Bulls Eye Zero™ Primer delivers the “best-in-class” performance expected from a Zinsser primer in an eco-friendly, zero-VOC, LEED-compliant formula that’s great for all interior and exterior surfaces. Fast-drying and low in odor, it offers superior stain-blocking properties, great hide, a mildew-resistant film with great enamel holdout and legendary Zinsser adhesion.

Zinsser® Smart Prime Advanced Technology Water-Base Primer is a revolution in water-base technology. The perfect primer for all interior and exterior painting projects,



○ LoVo from C2

Smart Prime combines the performance characteristics of an oil-base primer—dependable stain blocking, exceptional flow and leveling and deep penetration to seal the surface—with all the benefits of a water-base primer. It is the first water-base primer that truly blocks water stains.

Zinsser® Bulls Eye® Shellac is a classic finish for furniture and woodwork, making wood look beautiful since 1849, giving it a rich warmth, depth and clarity that enhances its natural beauty like no polyurethane or other synthetic finish. Bulls Eye Shellac is all-natural and non-toxic when dry. It's ideal for woodworkers looking for a versatile, environmentally friendly finish for their woodworking projects. Easy to apply by brush, spray or wiping pad, Bulls Eye Shellac dries in minutes and can be sanded and recoated in a half hour. And unlike many synthetic finishes, it won't yellow or darken with age.

For more information, visit online at www.rustoleum.com.

LoVo by C2

“LoVo,” C2 Paint’s non-toxic, low-VOC paint, is available in all of C2’s 496 handcrafted, luxurious colors, in every interior sheen. Designers and

homeowners find a useful tool in a premium low-VOC paint with limitless color options.

While most paint brands offer a limited selection of low-VOC colors to choose from, very muted or dull colors, C2 Paint offers premium low-VOC paint with infinite, vibrant color options. Because C2 employs 16 colorants to create its colors instead of the usual 12, C2 LoVo’s standard 496 color options offer much more complexity and depth than any other low-VOC brand in the marketplace. (Some major paint brands only use

three colorants or less to create their Low-VOC color palette.) With C2’s improved technology, LoVo doesn’t sacrifice color or luminosity—or sheer gorgeousness—in the name of environmentally friendliness.

For more information, visit online at www.c2color.com.

Purity® by Sansin

Sansin Purity® Interior Zero VOC Penetrating Stain (0-VOC) is the first water-based interior wood stain with a base free from any harmful volatile

organic compounds (VOCs) that penetrates both soft and hard woods with consistent, uniform coverage, along with a new Eco-Tone™ Color system that uses pure pigments, ground so fine they are able to combine with the Purity® 0-VOC Base for a more sustainable “green” alternative to traditional dyes.

The challenge for the coatings industry has been that no matter how low in VOCs you get the base stain, you will see a dramatic increase in VOC content—sometimes as much as 100 percent—once color is added. That’s why Sansin developed its own color system—to give customers an amazing color palette. The deep penetration also leads to longer-lasting color performance, with 1/10th the VOC levels found in solvent-based dyes.

In addition to having zero VOCs, the product has little to no odor, ease of application with the choice of a wipe or spray stain, fast dry time (you can coat with Sansin’s Interior Clears after only 15 minutes), minimum pigment transfer upon top coating, excellent penetration and lapping performance and extremely uniform appearance even on maple. It’s available in a new line of Micro-Fine Colors, called Eco-Tones™, which deliver the vibrancy and richness of dyes without the high toxicity.

For more information, visit online at www.sansin.com/int_pur_stain.html.



○ Sansin Purity® Interior Zero VOC Penetrating Stain (0-VOC)