



## Environmental Choice New Zealand Licensed Products

**Environmental Choice New Zealand  
has granted Resene a licence for  
a range of paints.**

**Environmental Choice Licence Number:** 1296003

**Licence Issued:** 1996

**Environmental Choice New Zealand Standard:**  
EC-07-09 Paints



**Environmental Choice  
New Zealand**

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## About Environmental Choice New Zealand

Environmental Choice New Zealand (ECNZ) is New Zealand's official ecolabelling programme, established by the New Zealand Government in 1992. The programme and the ECNZ label are owned by the Crown (through the Ministry for the Environment). ECNZ is administered by an independent Trust, the New Zealand Ecolabelling Trust, under a contract with the Ministry for the Environment.

### The Minister's objectives for ECNZ are that the programme:

- (a) develops credible product specifications that promote improved environmental practice for an appropriate range of products manufactured in or imported into New Zealand
- (b) provides an incentive for manufacturers and importers to reduce adverse environmental effects of products sold in New Zealand, through encouraging uptake of and consumer demand for the ECNZ label
- (c) ensures that the ECNZ label is widely recognised, sought out, and used by central and local government, businesses, and the New Zealand public as a clear, credible and independent guide to environmental acceptability in their purchase decisions
- (d) achieves harmonization with credible environmental labelling schemes operated by New Zealand's trading partners, as a further incentive to New Zealand exporters and to New Zealand consumers considering purchasing imported products.

ECNZ is a "Seal of Approval" or "Type I" (as defined by the International Organisation for Standardisation - ISO) ecolabel. This means that ECNZ awards licences to use the ECNZ label on products or services that are environmentally preferable over other similar products available in the marketplace. To be awarded an ECNZ licence, products and services need to meet all the requirements set in published ECNZ specifications for the relevant product or service category.

ECNZ operates to the ISO 14024 standard "Environmental labels and declarations - Type I environmental labelling - Principles and procedures". The New Zealand Ecolabelling Trust is also a member of the Global Ecolabelling Network (GEN), an international network of national programmes also operating to the ISO 14024 standard. The ECNZ programme has successfully completed a GEN peer evaluation process, confirming that ECNZ is meeting the requirements of ISO 14024 and GEN's own membership principles.

### About ECNZ specifications

ECNZ specifications are developed using a life cycle approach to identify the environmental impacts of a product or service across its whole life. Environmental criteria that products or services must meet are set, based on an evaluation of the life cycle impacts and so as to differentiate products and services on the basis of preferable environmental performance. Criteria need to be objective, measurable, attainable and verifiable. ECNZ invites submissions from interested parties when developing specifications. These parties include manufacturers, suppliers, customers, consumers, trade partners, regulators and environmental groups. All ECNZ are published and available on the ECNZ website.

### About ECNZ licence assessments

Before ECNZ awards a licence to use the ECNZ label, the products or services are independently assessed to confirm they meet all the requirements in the relevant ECNZ specification. The New Zealand Ecolabelling Trust maintains a register of trained and competent, independent assessors and appoints an appropriate assessor for each licence application. Once a licence has been granted, this will be subject to a Licence Supervision Plan that will include ongoing records reviews and on-site assessments to confirm licensed products continue to meet the ECNZ specification requirements.

## Why Resene's Environmental Choice New Zealand paint products are environmentally preferable

### The licensed products have all been independently assessed and they:

- ✓ Comply with environmental regulatory requirements
- ✓ Are not manufactured with toxic heavy metals such as lead, cadmium, mercury, arsenic
- ✓ Are not manufactured with carcinogenic, mutagenic or reprotoxic substances\*
- ✓ Do not contain halogenated or aromatic solvents, ethylene glycol or more than 20% of hydrocarbon solvents
- ✓ Minimise the level of naturally occurring crystalline silica in raw materials
- ✓ Do not contain formaldehyde
- ✓ Do not contain more than 5% of aquatic ecotoxins
- ✓ Do not contain more than 0.1% of acutely or very toxic substances
- ✓ Meet stringent requirements on VOC levels and can be considered to contain low concentrations of VOC compared with other paints available in the market
- ✓ Are classified as non-hazardous or the lowest hazard category for surface coatings under NZ Hazardous Substances and New Organisms Act (HSNO)
- ✓ Are sold in packaging which is able to be recycled and aims to include recycled content in the packaging materials
- ✓ All plastic packaging is marked with a resin identification code to aid recycling
- ✓ Are accompanied by instructions for proper selection, environmentally sound use, clean up methods and recycling or correct disposal of paints and containers
- ✓ Have a product stewardship scheme for re-use and/or recycling of unused paint and paint containers recovered from consumers
- ✓ Are manufactured in facilities which have effective waste and energy management
- ✓ Are fit for purpose

Further information and the full ECNZ specification is available at [www.environmentalchoice.org.nz](http://www.environmentalchoice.org.nz)

\* Excluding raw materials containing naturally occurring crystalline silica

## About Resene

Resene, established in 1946, is today an international company with manufacturing operations in Australia and Fiji and local production plants in Lower Hutt, Upper Hutt, and Tauranga.

Resene Paints Ltd was awarded the Environmental Choice label for Paints in May 1996, and has a long list of licensed products.

## Licensed Products

Acrylic Undercoat

Aquaclear

AquaShield

Aquapel (waterborne)

Art Action Art & Poster

Art Action Clears

Art Action Metallic Effects

Art Action Student Acrylic

Art Action Tempora

Blackboard Paint

Blacktop

Broadwall 3 in 1

Broadwall Surf Prep & Seal

Broadwall Wallboard Seal

Brushable Crack Filler

Ceiling Paint

Cemseal

ClinicalCote

Concrete Primer

Contractor

Crown Ceiling Flat

Crown High Gloss

Crown Low Sheen

Crown Fence Paint

Crown Primer Undercoat

Crown Roof Colour

Crown Roof Primer

Crown Timber Colour

Crown WB Wallboard Sealer

Dec Acryl 100% Gloss

Dec Acryl Ceiling Flat

Dec Acryl Easy Sand WBS

Dec Acryl Hi Build Undercoat

Dec Acryl High Cover WBS

Dec Acryl Int/Ext Flat

Dec Acryl Low Sheen

Dec Acryl Primer Undercoat

Dec Acryl Sealer undercoat

Dec Acryl Semi-Gloss

Dec Acryl Tintable Ceiling

Dec Acryl Ultra Low Sheen

Earthsense Ceiling Paint

Enamacryl

Enamacryl Metallic

FilmPro

Flexicover E

Hi-Glo

Limelock

Lumbersider

Lustacryl

Lustacryl Kitchen & Bathroom

Membrane Roofing Primer

Multishield+

Non Skid Deck & Path

Paint Effects Medium

Pearl Shimmer

Pixie Dust

Quick Dry WB Pr. Undercoat

Resitex

Rockcote Matt Armour

Sandtex

Sonyx 101

SpaceCote Flat

SpaceCote Low Sheen

SpaceCote Low Sheen Kitchen

& Bathroom

Summit Roof

Sun Defier

TagCover

Tennis Court Coating

Terracotta Sealer

Thixalon 5

Timber and Deck Wash

Timber Surface Prep

Waterborne Sidewalk

Waterborne Woodsman

WB Smooth Surface Sealer

Wintergrade Hi-Glo

Wintergrade Lumbersider

Wintergrade Quick Dry Pr

undercoat

Wintergrade Sonyx 101

Wintergrade X 200

X 200

Zylone 20

Zylone Sheen

Zylone Sheen VOC Free



### Resene

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