



Any colour, so long as it's green

Choosing the right paint for your renovation project is not just a question of colour. Ecologically sustainable factors are another consideration

Making informed decisions about the products you use in your home renovation is the best way to ensure you opt for environmentally friendly options. Even the paint you choose can make a difference.

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

Marketing manager Karen Warman says as a result of joining this programme, Resene chemists removed virtually all odorous material from Resene Zylone Sheen, Zylone 20 and Ceiling Paint. This helped solve the common problem of customer headaches caused by strong smelling paint.

The company's latest development is Resene Zylone Sheen VOC-free paint. This Environmental Choice-approved, low-sheen acrylic for interior broadwall areas is 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.

Above: Resene paints provide environmentally friendly alternatives. This remodelled kitchen features Resene Canterbury Clay.

The company's latest development

For details, visit a Resene ColorShop or phone 0800 RESENE (737 363). Website: www.resene.co.nz.