

world recognition for NZ Environmental Choice



Resene. Licensed products since 1996

A global study commissioned by the British Government has rated Environmental Choice New Zealand as having one of the strongest environmental assessments in the world. Environmental Choice was cited as an example of best practice in environmental labelling internationally by Britain's Department for Environment, Food and Rural Affairs (Defra).

Environmental Choice New Zealand's green and black logo, neatly combining New Zealand's iconic colour black with the recognised green for the environment, is the symbol found on products which have been independently audited under the world-leading eco certification.

Users of Resene paint will recognise the label from Resene's paint tins and buckets. Resene was the first paint company to get an extensive range of its products accredited to this very stringent eco-label back in 1996.

Joining the Environmental Choice programme gave Resene the impetus to remove virtually all odorous material from Resene Zylone Sheen, Resene Zylone 20 and Resene Ceiling Paint, giving users high quality products without strong smelling solvent odours. Users could paint interior areas and put the area back into service almost immediately, rather than waiting for days for the strong odours to disappear.

Resene also introduced waterborne products that could be used in place of solventborne products, such as waterborne enamels Resene Enamacryl and Resene Lustacryl. Customers reaped the

benefits of easy water wash-up, lower odour and a fraction of the VOCs of the solventborne products they had traditionally been forced to use for wet areas, trim and joinery.

Environmental Choice's general manager, Robin Taylor, said the results of the global study was like scoring an Olympic medal for the environment.

"This global achievement is of such significance that it uplifts our country's whole environmental reputation. It puts Environmental Choice on the map with organisations that are legendary for their commitment, their standards and depth of authority, and whose breadth of environmental certification shows the way forward. The Ministry for the Environment, which owns the label, has much to be proud of."

Visit www.environmentalchoice.org.nz for more information.



RES-2008
GECA 23-2008
Architectural and Protective Coatings

In Australia the Good Environmental Choice Label indicates the environmental performance of a product from a whole-of-product-life perspective for consumer goods. The label is awarded to products that meet voluntary environmental performance

standards which have been created and assessed in conformance to international environmental labelling standards. The program is internationally recognised and growing in demand and awareness throughout different industries. A selection of Resene products have been approved as meeting Good Environmental Choice specifications – see the Resene website www.resene.com.au.

A success story

Thanks to you, the Resene PaintWise paint and paint packaging recovery service collected more than 300,000 packs from Resene ColorShops and more than 100,000kg from council depots in the two years to the end of 2008. Of this, more than 120,000kg of steel was recycled, more than 80,000 litres of solventborne paint was sent to solvent recovery and more than 60,000 litres of waterborne paint was donated to community groups, much of which was used to cover graffiti. Celebrating its innovative approach to product stewardship and paint and paint packaging recovery, Resene PaintWise was awarded a Green Ribbon Award in 2008 for innovation, the Business Environmental Leadership Award in the ARC Environmental Awards 2005 and an Award for Excellence in the Environmental Packaging Awards 2005.

Unwanted paint and paint packaging can be returned to most Resene ColorShops in New Zealand. See your Resene ColorShop or www.resene.co.nz/paintwise.htm.

- Resene Aspiring
- Resene Evolution
- Resene Genie
- Resene Merino

