In response to growing concerns over VOC emissions, the Environmental Choice programme focuses on the need to reduce these emissions. Solventborne paints release significantly more VOCs per litre than waterborne paints, spurring Resene chemists to develop waterborne replacements for solventborne products.

Trim, joinery and wet areas were traditionally no-go areas for waterborne paints due to a tendency to soften under prolonged exposure to moisture and poor block resistance (the ability of a paint to not stick to itself when two painted surfaces come into contact). Resene’s introduction of waterborne enamels in 1996 - Resene Enamacryl and Resene Lustacryl - was a breakthrough offering a viable alternative to solventborne products. Less than five years later, Resene Enamacryl and Resene Lustacryl easily outsold their solventborne equivalents. The waterborne enamel range has now been extended to include Resene SpaceCote Low Sheen and Resene SpaceCote Flat for interior use on broadwall and wet areas.

Focussed research and development led to already low odour Resene Zylene Sheen being launched in a no added VOCs version in 2007. Resene Zylene Sheen Zero combines all the benefits of the popular Resene Zylene Sheen with no added VOCs. Resene also pioneered Resene tinters with no added VOCs enabling a full spectrum of colours to be achieved without adding unwanted VOCs.

Today, less than 8% of the decorative paint sold by Resene is solventborne, while the average per litre VOC levels of Resene decorative paint sales have dropped by over 90% since 1980, clearly demonstrating Resene’s commitment to proactively develop and launch environmentally preferable waterborne technologies to the market.

The future is greener than ever before

Resene has provided paint specifications and systems to a wide range of Green Star certified projects, drawing on the extensive Resene range of Environmental Choice and low and no added VOC paints. Our commitment to initiatives such as Environmental Choice and continued investment in research and development will ensure that safe professional quality paints are available to everyone and that the potential detrimental impact of paint wastes is minimised. Resene is committed to making sustainable products, homes and buildings available to all.

Intensive ongoing research will also enable us to offer you an even greater choice in selecting paint systems. In our quest for excellence, Resene will focus on providing premium quality paints that are safer and less hazardous. That is why Resene paint truly is, the paint the professionals use.

Painting the town green

Since 1946, Resene has forged a reputation for manufacturing products designed to meet the demanding standards of architectural and building professionals. Today, that reputation is the cornerstone of Resene’s continued success. Since the 1950s introduction of waterborne paint to a market starved of quality products, Resene has developed an extensive range of quality paints and specialist coatings.

Many have set new standards for other manufacturers within the paint industry and all are the result of intensive innovative thinking, research and testing.

Along with the technical innovation, Resene has always been keenly aware of the need to reduce the risk products may present to decorators and the environment, long before it became topical. Not only did the basic innovation of Resene waterborne paints reduce the level of toxic solvents, but other steps such as the removal of lead from Resene decorative paints in the late 1960s have been well ahead of their time.

As paint ingredients have been identified as causing concerns for health, Resene has always immediately put into place research to identify safer paint ingredients.

Imagine if you can using a vermillion paint coloured by pigments made from a mercury compound to paint your bathroom, or perhaps choosing a green paint containing arsenic to finish the fence painting. Both scenarios are ridiculous to contemplate today, yet were commonplace a century ago.

Paint manufacturing has certainly come a long way since then, with toxic substances such as mercury, arsenic and more recently, lead, no longer acceptable ingredients in the paint chemist’s repertoire.

These restrictions are just the tip of the iceberg. Recent attention has focused on the effect of volatile organic compound (VOC) emissions on our environment.

It is estimated by the Paint Quality Institute that 10% of the ozone depleting substances in the urban United States are a direct result of VOC emissions from surface coatings, including mainly standard household paints.

Paints are manufactured using a wide range of organic and inorganic materials. They can contain components that can impact adversely on the environment at different stages of the product’s lifecycle releasing solvents and toxic substances during production, application, the service life of the coating and disposal.

For more information

Resene CoolColour™ technology: www.resene.com/coolcolour
Resene EcoDecorator: www.resene.com/eco-decorator
Resene Paintwise: www.resene.com/paintwise
Environmental Choice NZ: www.enviro-choice.org.nz
Environmental Choice: www.enviro-choice.org
Resene PaintWise: www.resene.com/paintwise

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Resene is well-known for its role in introducing waterborne paint to the local market in the 1950s and for its groundbreaking move to remove lead from its waterborne paint to the local market in the 1950s and for its groundbreaking move to remove lead from its waterborne paint to the local market in the 1950s and 1960s, joining the Environmental Choice programme in 1996 was another logical step, reaffirming our commitment to the environment. Today these products have been joined by Lustacryl and Resene SpaceCote Low Sheen and used in place of solventborne products, such as Zylone Sheen and Resene Virtually all odorous material from popular Resene interior finishes, such as Resene SpaceCote Flat and Resene Lustracryl. Today these products have been joined by Lustacryl and Resene SpaceCote Low Sheen and Resene SpaceCote Flat waterborne enamels bringing enamel style toughness to interior broadband and wet areas without the unwanted solvents and high sheen associated with solventborne paints that were previously used in these areas. With these products, decorators reap the benefits of easy water washup, lower odour and a fraction of the VOCs of the solventborne products they were traditionally forced to use for wet areas, trim and joinery. Our policy covers a comprehensive range of waterborne primers, undercoats, topcoats, to use for wet areas, trim and joinery. The quality of the topcoats and the finish allows the same spectrum of colours to be supplied for both interior and exterior use with most colours requiring only two topcoats to cover. confirmed our commitment to quality and reaffirming that you don’t need to sacrifice quality and sustainable product performance to get an environmentally preferable option. Resene products are formulated with high quality ingredients and manufactured to strict specifications then tinted when required with highly concentrated Resene tinters with no added VOCs/OPVs in droplet colour solutions without significant loss in paint performance. The quality of the tinters and bases allows the same spectrum of colours to be supplied for both interior and exterior use with most colours requiring only two topcoats to cover. Resene innovations, such as waterborne enamels, highly durable Resene tinters with no added VOCs and the Resene CoolColour™ range, all improve the durability and performance of the paint system. Resene CoolColour technology formulated into exterior paints enables them to reflect heat that would normally be absorbed, reducing stress on the substrate and coating, while minimising the air conditioning required to keep the building at a constant comfortable temperature during the hot summer months. Resene has also worked to provide clean up methods for those using our products. We provide information to painters on the two container wash system and for those who are painting on commercial sites, we have the Resene WashWise system, which is designed to separate out tool wash water enabling the water to be re-used. Sustainable decorating is more than just choosing an Environmental Choice approved paint. It is also making sure that it is applied in an environmentally responsible manner following sustainable principles. The Resene Eco.Decorator programme has been designed to recognise a nationwide network of environmentally responsible, quality assured painting contractors. Painting contractors can choose to undergo assessment for the Resene Eco.Decorator programme, which includes assessments of principles in practice, sustainable work practices, waste management, project plans and project sign-off processes. Only contractors who successfully meet these standards can promote themselves as an authentic Resene Eco.Decorator. Resene post-consumption colour charts and labels, and promotional materials on sustainable paper stocks. Resene and Resene enamels are assessed in Environmental Choice approved Resene SpaceCote Low Sheen, Resene Enamalac Metallic and Resene Non-Skid Deck & Path, while the remainder are finished in waterborne finishes. Not only do the Resene paints give a true representation of the actual colour but they also reduce solvent emissions compared to traditional solventborne lacquers often used in international colour chart production. Improved working environments Improved working environments lead to improved concentration levels and a greater feel good factor through the elimination of the traditional decorating, as well as placing less stress on the body's natural defences. Improvements in the quality of the working environment benefit those who are at risk through handling the product every day. This is highlighted by the inclusion of the Resene Decorator trade range of paints in the Environmental Choice NZ programme. Compliance to the heavy metal requirements of the Environmental Choice programme, as practised by Resene for decades, also avoids poaching of people, animals, food chains and environment. Just as our customers call Australasialia, so do we. Therefore it is central to our way of operating that we continuously strive to reduce the adverse effects of paint on the environment. Choose to specify and use Environmental Choice products wherever you can and help keep the environment green. Look for the EC logo on our product data sheets and paint containers - it is confirmation that the product meets the requirements of the Environmental Choice programme. Resene products are manufactured under a Quality Management System as complying with ISO 9001 and ISO 14001. Most Resene Environmental Choice products are approved by the Australian Paint Approvals Scheme (APAS). Paint recovery Recognising that environmentally friendly products are just one piece of the sustainability matrix, Resene launched the Resene PaintWise programme in 2004, focusing on delivering unwanted paint and paint packaging recovery services and education to minimise the impact of paint wastes on the environment. Over 3 million pads have been collected. Of this over 400,000kg of steel has been recycled and over 200,000kg of paint. Over 500,000 litres of solventborne paint has been sent to solvent recovery and over 250,000 litres of paint has been donated to cover graffiti and other community projects. Other waterborne paint is being used and held for the Paintcrete application where waste paint is used as an additive in concrete manufacturing. The Resene PaintWise product stewardship programme is accredited by the Ministry for the Environment. The programme doesn’t stop there though. The Resene PaintWise service is continuing to grow to make paint and paint packaging recovery a reality for more and more paint users. Resene has also introduced the Resene disposal kit for those who prefer to treat their unwanted paint at home. Simply mix in the disposal kit material and allow to dry then the paint can be safely disposed of with normal rubbish.