

Resene

NEWS

Head Office, Vogel St, Lower Hutt, P.O. Box 38 242, Wellington Mail Centre, New Zealand. Tel +64-4-577 0500, Fax +64-4-577 0600. ColorShops throughout New Zealand

Resene steps up to Environmental Choice

Resene Paints has spent many years developing products for the New Zealand market which are not only better, but safer, for all users.

This has culminated in the recent release of the Resene Paints Environmental Choice range - the most comprehensive range of environmentally-preferable paints in New Zealand.

The range was launched in early May by the Minister for the Environment, Simon Upton, to an audience of building professionals at the company's head office in Lower Hutt. The following is an excerpt from the Minister's speech.



Minister for the Environment, Simon Upton (centre), with Resene Paints Managing Director Tony Nightingale (right) and Resene Paints Technical Director Colin Gooch (left), taking a close-up look at production in Resene's Naenae plant.

"Resene has put a tremendous amount of effort into bringing a large chunk of its product range up to standards which reach the Environmental Choice Programme specifications.

What's impressed me is the rigorous standards which have to be met to use this label. In Resene's case, the specification demands that they produce a paint which meets heavy metal requirements, low levels of volatile organic compounds and a whole range of other requirements.

The improvement in these paints means that for every litre of Environmental Choice paint bought, consumers can be convinced that there is less of these substances entering the environment.

Too often we see companies making loose or questionable references to being 'green' or 'environmentally friendly' with nothing to back up their claims. I congratulate Resene on being prepared to go the extra step and get their products registered through the Environmental Choice Programme. The key issue here is credibility.

The credibility of Environmental Choice comes from three things: the production of rigorous specifications which are set at a high level; Telarc's reputation in the area of conformity assessment; and the Government's formal endorsement of the programme.

I hope that this launch will be seen as a major step in the development of Environmental Choice. Consumers need to be aware that this logo is the one to look for when wondering about the best to buy with respect to the environment.

I congratulate Resene again on achieving this registration."

This is the new logo on all Resene's Environmental Choice products. The 'big tick' is effectively a seal of approval - showing that the product is preferable to others in terms of its environmental impact.



Water Based Paint
License No 1296003

Resene - the paint the professionals use

A toast to Resene 'C

The recent lunchtime launch of Resene's Environmental Choice paint range drew a keen audience from Wellington and further afield. Pictured at the function at Resene's Naerai



Resene Paints Managing Director Tony Nightingale (left) sharing a joke with the Minister for the Environment, Simon Upton, during speeches launching the paint range.



The Chairman of Telarc's Environmental Choice Management Advisory Committee Mike Pritchard (left) with Resene Paints Research and Development Manager Tony Van Dyk.



Wellington Resene Architectural Mike James (left) with architects Ian Dickson, from Wellington's A

In Christchurch, a function was also held for architects to mark the launch of both t and the new One-Line Specification manual. Pictured a



Resene Marketing Manager, Andrew Gunn, addressing the gathering at Christchurch's ParkRoyal hotel.



Architects Graeme Harper, Chris Hadlee and Spencer Meikle.



Architects David Childs, John D and Michael Whinham.

Rigorous standards to meet Environment

How do you establish whether a paint product is environmentally preferable?

For Telarc, the certification agency which administers the programme in New Zealand under an agreement with the Minister for the Environment, the answer lies in looking at the product throughout its entire life cycle - from its production through to its use and eventual disposal.

Marje Russ, Telarc's General Manager for the Environmental Choice Programme in New Zealand, says

paint is just one of 18 products groups for which Telarc now has established Environmental Choice specifications. They range from paper to re-refined oil and batteries - and each set of specifications can take months to develop.

The Environmental Choice Programme requires paint to comply with rigorous heavy metal and solvent component specifications, as well as meet the performance standards of the New Zealand paint standard, NZ PASS, or other applicable performance standards.

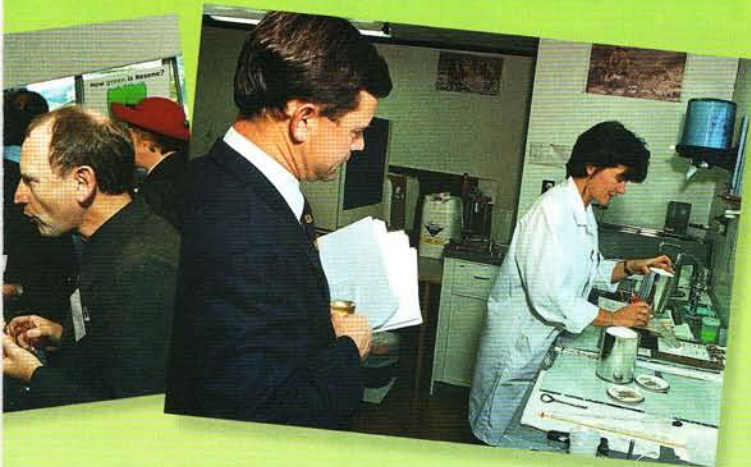
Telarc's technical assessors were responsible for the

TELARC
REGISTERED
SUPPLIER



Green'...

crowd of building professionals
e head office are...



representative
Graeme Boucher and
David Field Architects.

Simon Upton checks out the work of Final Inspection
Supervisor Ruth Langham in a tour of Resene's Telarc-
registered laboratory.

Environmental Choice range
e...



ivities

Architects Ken Williamson, Jonty Rout
and Stewart Ross.

Environmental Choice requirements

Resene Paints certification process and will also play a role in monitoring the paint to ensure the standards are maintained.

"When consumers see the 'big tick' on a paint product they can be assured that it meets all those requirements - that it is environmentally preferable," Ms Russ says.

"Resene's move is a very important one for both the company and consumers - and I expect there will be substantial developments in the New Zealand paint market as a result."

Consumers drive demand for environmentally preferable paint



Colin Gooch, Resene Paints Technical Director, with two products from the Environmental Choice paint range.

Imagine using a vermilion paint coloured by pigments made from a mercury compound. Or a green paint containing arsenic.

Ridiculous to contemplate today, perhaps. But not so ridiculous earlier this century.

Paint manufacturing has come a long way since then, with toxic substances such as mercury, arsenic and more recently, lead, no longer acceptable ingredients. But these restrictions were just the beginning - consumers today are demanding that paint manufacturers look even more closely at what goes into their products.

According to Resene Paints Technical Director, Colin Gooch, this consumer pressure is understandable - and essential to the creation of better paint products with less impact on the environment. "When we talk about environmentally preferable paints, we are ultimately talking about people's health and well-being," Mr Gooch says. "Resene Paints' philosophy has always been that as soon as a raw material is drawn to our attention as potentially toxic, we do something about it."

Resene is well-known for its role in introducing water-based paint to the New Zealand market in the 1950s - and for its ground-breaking move to remove lead from its decorative paint products in the 1970s. But many of the significant environmental improvements made to Resene products over the past 20 years have simply not been 'marketable' and have taken place quietly and without fuss, Mr Gooch says.

"The advantage has been that when it came to joining the Environmental Choice Programme, almost all of the hard work had been done and it was really down to a testing process."

Mr Gooch believes that Resene's latest move will have an enormous impact on the paint market in New Zealand - to the benefit of consumers. "If Resene makes its standards high, other paint companies can't be low," he says.

"The nature of the New Zealand paint market means that the standards of all companies have to be close to the leaders'. We know from experience that this move will create tremendous momentum and other companies will follow our lead."

Resene Paints Environmental Choice Product Range

Products	Descriptor	DataSheet
Finishing Products		
Sonyx 101	Semi Gloss Acrylic	D30
Hi-Glo	House and Roof Paint	D31
Lumbersider	All Purpose Acrylic	D34
Zylone 20	Flat Acrylic Wallpaint	D37
Contractor	High Build Acrylic	D301
Zylone Sheen	Low Sheen Washable Wallpaint	D302
Black Top	Driveway Coating	D304
Ceiling Paint	Flat Ceiling Paint	D305
Paint Effects Medium	Acrylic Paint Effect	D307
Enamacryl	Gloss Acrylic Enamel	D309
Lustacryl	Semi Gloss Acrylic Enamel	D310
Primers, Sealers, Undercoats		
Particle Board Sealer		D43
Quick Dry	Acrylic Primer Undercoat	D45a
Membrane Roofing Primer		D49
Galvo-Prime	Acrylic Galvanised Iron Primer	D402
Broadwall	Acrylic Wallboard Sealer	D403
Stains, Clear Coatings		
Multishield	Acrylic Glaze	D54a
Aquaclear	Urethane Acrylic Varnish	D59
Waterproofing Products		
X200	Acrylic Waterproofing Membrane	D62
Thixalon 5	High Build Barrier Coating	D63
Flexicover E	Acrylic Elastomeric Coating	D64
Textured Coatings		
Resitex Coarse	High Build Textured Wall Coating	D70
Resitex Standard	High Build Textured Wall Coating	D70
Resitex Superfine	Textured Wall Coating	D70
Ameron Protective Coatings		
Aquapoxy	Water-based Epoxy	RA42

Decorator - Trade Range

100% acrylic gloss
PVA semi gloss
acrylic low sheen
acrylic ultra lo-sheen
PVA flat
PVA ceiling flat
acrylic primer undercoat
acrylic wallboard sealer
acrylic hi-build undercoat



Water Based Paint
Licence No 1296003

Brushstrokes

New low-odour paint clears the air

Headaches, asthma, nausea, dizziness, respiratory complaints, allergic reactions — all are common complaints for which blame is levelled at strong-smelling paint.

"It's a problem paint manufacturers have grappled with for many years — and one that painters and people who have to live or work in newly painted rooms have simply had to put up with," Resene Paints Technical Director Colin Gooch says.

Spurred by the company's decision to adopt Environmental Choice Programme standards, Resene chemists took the opportunity to remove some of the smellier substances in some interior paint products - and, at the same time, improve paint performance and go beyond what the standards specify.

New, state-of-the-art technology has removed virtually all odorous material from three Resene products: Zylone Sheen, a low-sheen washable wall paint; Zylone 20, a flat wall paint; and Resene's Ceiling Paint.

"These low-odour products are absolutely the latest internationally," Mr Gooch says. "Consumers will certainly notice a difference — as soon as they remove the lid."

Rigorous testing has also shown that these improved formulas are even more durable and have greater scrub resistance than their predecessors.

"This is a clear example where the challenge of reducing our products' impact on the environment has led to even greater quality improvements," Mr Gooch says.



Water-based enamels a market breakthrough

For many years, paint industry scientists have worked to develop a water-based paint with the performance qualities of traditional enamels.

But it's only been in recent years that technology has been developed which allows a water-based paint to mirror the durability and wear of its enamel equivalent.

A highlight of Environmental Choice compliance for Resene has been the development of water-based enamels using this state-of-the-art technology.

"The technology used in the creation of our water-based enamels, Enamacryl and Lustacryl, is a world first," Resene Paints Technical Director Colin Gooch says. "This paint dramatically reduces the solvent levels of the usual enamel equivalent."

Resene will be introducing Enamacryl and Lustacryl through ColorShops throughout the country in coming months.



Resene News is published by the Resene Paints Marketing Department. For further information about any of the products featured in this issue of Resene News, please contact the Resene Paints Marketing Department, 32-50 Vogel Street, Naenae, New Zealand, Telephone (04) 577 0500, Fax (04) 577 0600. Every effort has been made to ensure accuracy in this publication, but Resene accepts no liability for any errors of fact or opinion expressed herein.