

## How Green are “Green Paints”?

AURO, established in 1983 by highly reputable scientists, has achieved worldwide recognition as probably the leading ecological manufacturer of a wide range of natural paints and related building products. Their innovative development approach has succeeded the ambitious task of providing products which are healthy, offer a high technical performance and have minimum impact on the environment during production. AURO has conducted extensive research to ensure that the natural components used in their products have no negative health impact and all raw materials are available for inspection.

To describe these ecological products as “100% natural” would fail. Environmental pollution always leaves its mark in small residues. An issue is also on the drying agent (0.3 %) used for some wood finishes, utilised by all paint manufacturers as no natural alternative exists. Serious natural paint manufacturers like AURO or Aglaia have never made a secret about this (see AURO’s full declaration of contents).

Some other “natural” suppliers are attempting to water down the very stringent standards which apply to organic products by claiming a commitment to the organic farm movement although their use of the term “organic” is used in the chemical sense i.e. orga-

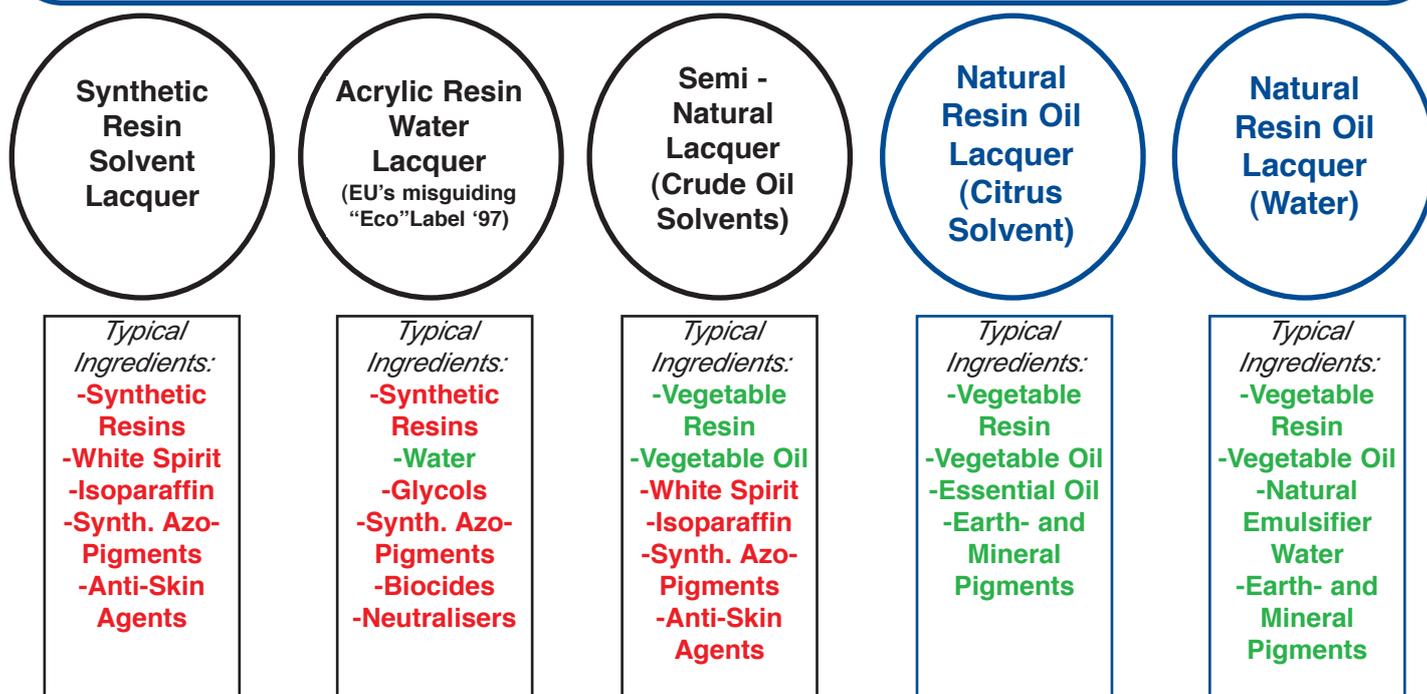
nic as opposed to inorganic. A supplier in UK registering a trade mark “Organic Paints” certainly is raising our scepticism!

In Ireland, for example, careful inspection (as in 1/ 2007) of the files of several “natural paint” brands showed them to be using huge amounts of petrochemicals, i.e. materials with an unnatural or extremely unnatural molecular structure, with a very high energy consumption at the manufacturing stage, hazardous products who’s full cycle cause huge waste problems.

The widespread use of crude oil/ synthetic solvents (“Isolophatic”) is especially worrying. They make up over 50 % of some products; they are designed to be odourless, but they are described as “Harmful for your Health” (Xn) - a classification hidden by some paint brands. Combine these solvents with a few drops of citrus peel oil and - Voila! you have a product which smells pleasantly natural.

As ecologically minded professionals we oppose these deceptive practices completely. In this regard, Healthbuild would like to outline today’s market situation on paints. We urge some brands to invest more in ecological research, and not in the development of hazardous products of SHELL and EXXON.

### Comparison of Current Concepts for Primers/Lacquers: Unique Sustainability of the AURO Paints



Increasing Choice of sustainable raw materials and low energy manufacturing

### Which standards? Who to choose?

#### AURO can guarantee all of the following:

1. AURO -and the Aglaia brand- can provide a guarantee that natural raw materials are used.
2. As the first paint manufacturer AURO has been certified as “Carbon Neutral” by the prestigious Climate Neutral Group
3. AURO is committed to the Organic Farm Movement by using raw materials from regional, organic cultivation (linseed-, coconut- and sunflower oil) - and to Fairtrade partnerships.
4. Only AURO has achieved certification that all product leftovers are suitable for household composting (to DIN & EN).

5. Only AURO has passed the EU Eco-Audit for manufacturers to ISO 14007 and published a Complete Environmental Report.
6. AURO is transforming all main oil-based applications, including wooden floor systems, to innovative water-soluble “aqua” natural products.
7. **ON DURABILITY:** Only AURO has achieved the new tough European durability standard EN 927 for outside wood treatment and windows.
8. For their innovative work AURO and their employees have achieved international reputation with numerous awards from famous international organisations.