



## **PRESS RELEASE Jan 2010**

# **Gold Coast Painters Get Training for Sustainability**

Gold Coast Painting contractors who wished to improve their sustainability recently received training under the GreenPainters program, the national sustainability initiative for the painting industry. The training, which is being provided Australia-wide using the new accredited Course in Sustainable Painting Practices was developed to improve environmental awareness amongst painting contractors.

The training is aimed at preparing painters for the needs of the green building industry, eco-conscious consumers; and to improve environmental management in the industry in general.

‘Painting has been one of the most toxic and polluting sectors of the construction industry’, says Daniel Wurm, Managing Director of GreenPainters. ‘Not only has painting led to contamination of water after cleaning up, and off-gassing into the atmosphere of poisonous and unhealthy chemicals, but has also contributed to health issues affecting both tradesmen and consumers. The good news is that there are new products and work methods available that will greatly reduce the problem. We are really excited by the development of the course. We believe it is the first time these issues have been addressed in our industry.’

With the recent push toward eco-consciousness, many consumers and tradesmen have become more aware of the consequences of using conventional paint systems. Consumers are demanding less toxic products, but may need assistance in making sustainable choices.

“We have found that many consumers want advice about what products are suitable for use around people with allergies, or children,” says Mr Wurm. “The painters that completed the course are now able to recommend products that can protect Indoor Air Quality, leading to healthier places to live, work, and play. Consumers will be able to have their house or building painted with virtually no fumes, and may even be able to use new paint technology such as heat-reflective nano-ceramics to reduce cooling costs. We estimate that the average Australian home can offset 18 tonnes of carbon per year, just by painting their house with heat-reflective products. It’s really exciting that the painting industry can play its part in reducing green-house gas emissions.”

“Many painters avoid using the new products because of perceived higher cost, and unfamiliarity with them. GreenPainters helps them see that using these products will not only help the environment, but also improve their health. By becoming a GreenPainter they actually gain a marketing advantage. It’s no longer about price; it’s about what the consumer wants, and the

environment needs”, comments Mr Wurm. “You can have any color as long as it's 'green'! Using eco-preferable paints doesn't mean you can't have the latest fashion colours.”

The course also focuses on waste-water and environmental management, Green Star requirements, and new paint technology. The course is being held in all major centers around Australia. Check the GreenPainters web-site for details and enrolments:

[www.greenpainters.com.au/Events.htm](http://www.greenpainters.com.au/Events.htm)

GreenPainters is a non-profit program, established to provide advice, knowledge and skills to help the painting industry go green. Their web-site [www.greenpainters.com.au](http://www.greenpainters.com.au) provides objective summaries of sustainable paints and coatings, and information to help builders and renovators achieve the look they want while being environmentally sensitive and health-conscious. Painters that complete the training may be listed on the web-site.

\*\*\*

If you would like more information about this topic or you would like to arrange an interview, please contact Daniel Wurm on 0402 312234, or email [admin@greenpainters.com.au](mailto:admin@greenpainters.com.au)

