



# **Paint Australia Green With GreenPainters®**



### **GreenPainters® Introduction.**

With the establishment of **GreenPainters**, the Australian painting industry is being revolutionized. We are sure that as a tradesman who is already running a successful business, and who is interested in sustainable products, you would like to be part of this revolution.

***Your future prosperity depends on keeping a close eye on the marketplace you operate in and the way you do business needs to be constantly reviewed!!!! Not keeping up will impact on the profitability and the final value of your business.*** It doesn't matter if you are a sole operator or a business employing a large number of employees, the basic facts remain the same. The way ahead is to join a collective group of like minded businesses who will grasp the future and move forward while embracing the technology and systems designed to give them an "edge" over their competitors. The new GreenPainters® program gives you just that opportunity. The team at GreenPainters® urges you to read this complete information pack and to contact us with any questions you may have. We want the BEST IN THE BUSINESS to come on board this exciting new venture. Water restrictions, energy conservation, air quality, eco-friendly, environmentally sustainable, are all attention grabbing headlines constantly raised in the media. Government is offering incentives to consumers for applying products that provide energy saving benefits. This has created a strong public awareness of the need for sustainable environmental solutions. Manufacturers and suppliers are looking for a nationwide team of professional tradesmen to assist them with the sale of their products. There is no body that unites painters under a common National banner to service these needs or that utilises the advantages of group advertising, sharing of common resources, buying power and market penetration. This market needs servicing and "GreenPainters®" is the vehicle. Although promotions will emphasise the "Green" aspect of your business you will not be restricted in providing any services you are qualified to undertake. Painting a fence or maintenance of a house will still be services available under the system. This information document provides a detailed explanation of the GreenPainters® Program.

The painting industry is increasingly realizing the benefits of going 'green'. Not only are consumers demanding less toxic products, but architects and specifiers are looking for more sustainable ways of building. With government buildings requiring tighter green credentials, the potential for expansion is huge. The Green Building Market Report for 2009 states that 85% of Australian architects, contractors and building owners have been and will continue to be involved in Green Building.

GreenPainters has established itself at the forefront of the green building revolution. Building using environmentally sustainable practices is no longer a fringe industry, but is now an important part of the mainstream building sector. Major paint manufacturers are also taking it seriously, and are looking to develop products that are less toxic and more eco-friendly.

Perhaps you are already familiar with some of the products available, and have used them successfully on projects before. Now, GreenPainters invites you to join other 'eco-friendly' tradesmen around Australia, who, like you, want to be part of this cutting edge development.

GreenPainters is recommended by the HIA Greensmart program, Good Environmental Choice Australia, and Master Builders Green Living. It is Australia's leading source of information on environmental management and products in the painting industry.

**Become a GreenPainter, promote sustainable living and improve your working environment!**

### **What is the GreenPainters® Program?**

The GreenPainters Program is a national, not-for-profit program. Painters wishing to operate under the GreenPainters® Program are selected to ensure a high level of professionalism. Members need to be qualified and licensed painters within their state and have successfully completed a course in at least one of the GreenPainters® disciplines. Members pay an initial fee and ongoing yearly fees. Accredited GreenPainters® are required to adhere to a standard of presentation, workmanship, operation and customer service.

### **Who are GreenPainters® Ltd?**

GreenPainters® Ltd is a public not-for-profit company. GreenPainters® Ltd has a Management Board of three Directors and a Chairman consisting of individuals with industry and business experience.

### **Who are Accredited GreenPainters®?**

Accredited GreenPainters® supply environmentally sustainable painting, consultancy services and products. GreenPainters® are required to adhere to a Code of Practice and warranty their workmanship. Accredited GreenPainters® can use the trade marks and logo, they receive leads from the web-site and can promote themselves as GreenPainters®. They may use the Trade Mark on business card, quote sheets, invoice pads, advertising and uniforms.

If you are a licensed tradesman, hold the relevant qualifications in your state, or can provide references showing relevant experience, being a GreenPainter is a simple process of filling out the application form, and fulfilling the criteria outlined. We can help you gain familiarity with new products on the market, and provide you with the support you need to advertise your skills.

### **What are the benefits to you of being an Accredited GreenPainter®?**

- *Building up your client base*
- Industry support. GreenPainters is supported by many manufacturers and green building programs
- You will share in the work generated by group marketing.
- Increased web traffic to your business. The GreenPainters web-site is the number 1 web-site for information on low-VOC and sustainable paint products
- Co-ordinated marketing and merchandise. We supply you with a free GreenPainters t-shirt, bumper stickers, car signage stickers, coreflute boards and full-colour brochures. Members can also request a free web-page with photos and information on your business.
- *Technical support in an instant to solve those tricky problems*
- You shall be provided with on going training in business and product development.
- *Keep up to date with the latest news, products and methods*
- You will share in the cost advantages of group discount programs
- You will have the opportunity to attend regional meetings to discuss and suggest ideas pertaining to GreenPainters®.

- Of course, being a GreenPainter is better for your health! Conventional painters are exposed to many dangerous and poisonous chemicals, many of which are proven carcinogens, in the course of their trade. These chemicals are absorbed through the skin, and the lungs when breathing in fumes. Over time, they accumulate in the body, leading to possible future health issues, including sterility and associated reproductive risks. 'Painters Syndrome' is a relatively common illness afflicting tradesmen, and can lead to permanent allergies. Because you will be using natural or low-VOC paints wherever possible, you avoid these risks, and enjoy better health.

**GreenPainters® Ltd. Ethos is**

“To guide and assist GreenPainters® to operate a profitable and sustainable business so as to improve their lifestyle and to put the welfare of the member before profit.”

**GreenPainters® Ltd Mission Statement is**

GreenPainters® will actively promote energy, water saving, low-VOC and environmentally friendly painting options while ensuring Accredited GreenPainters operate profitable business balanced with lifestyle.

**GreenPainters® Ltd Core Values are**

To ensure all decisions are made with helping and assisting Green Painters members as the main priority.

To always maintain an open door policy to all members and to consider all suggestions and initiatives raised by members.

To ensure GreenPainters® are the best trained painters equipped in the industry to provide sustainable environmental solutions to clients.

To accept only best practice in all systems and operations.

To be completely transparent and honest in all dealings.

To operate an equal opportunity work place encouraging staff to operate on their initiative.

**What advertising does GreenPainters® do?**

GreenPainters® will promote awareness to the public of ecological friendly and conservationist alternatives. This will be done by a comprehensive ongoing PR exercise. The Marketing Plan includes: Media releases in Metropolitan and National Papers promoting the ways GreenPainters® can provide environmental sustainable solutions with respect to water and energy usage, and improved Indoor Air Quality. GreenPainters® will focus the marketing and advertising mainly on the domestic market however GreenPainters® will also be developing relationships with Federal, State and Local Government and Industry to promote the benefits of GreenPainters® solutions. GreenPainters exhibits at all major sustainability Exhibitions, and advertises in GreenPages, Green magazine and many other on-line directories. The leads generated from the web site shall be fully utilised by directing the client inquires to their nearest GreenPainter. The best and most effective advertising GreenPainters® have are the members committed to the GreenPainters® principles.

**How does the web-site work?**

All GreenPainters® advertising incorporates the web-site address. When a client checks the web-site, they are directed to their closest GreenPainter. If the territory holder is not available to take the lead then it is equally shared out to members that can provide the service and do work in the area. “GreenPainters®” maintains its reputation of giving excellent service. There is no restriction on where a member can work or how much work they can take, however, we expect the client to be serviced in a timely manner.

### **Do you have to stop using your original trading name?**

Accredited GreenPainters have spent a lot of effort, time and money building their reputation based on their current trading name. Accredited GreenPainters® therefore are not expected to stop using it. Members can still advertise and promote under their current Trading Name. As an Accredited GreenPainter all we request is that you also use the GreenPainter Trade mark in conjunction with your Trade Mark on your Vehicle and Uniform. With Stationery, Business Cards etc you can use your own incorporating the GreenPainters® logo.

### **What size territory does a GreenPainter have?**

A Territory normally consists of a geographic area, comprising a town, region or a number of suburbs in a large city. The territory is not exclusive but it allows the territory holder the right of first refusal for new leads.

### **What information does a member have to provide to GreenPainters®?**

A GreenPainter does not have to provide any information to GreenPainters®. GreenPainters® only need to know what type of jobs you would like to do, where you want to work and when. GreenPainters® require no financial information pertaining to a member business.

### **Who becomes a GreenPainter®?**

Businesses who are trained and qualified in sustainable painting practices will be eligible to become a GreenPainter®. To be selected, business owners will need to be dedicated to promoting the GreenPainters® image and ethos and want to operate a professionally presented profitable business.

### **What are the costs?**

#### ***Initial Fee***

There is no cost for the first year. Every year Accredited GreenPainters are required to undergo the GreenPainters Environmental Audit, which ensures best practice is being applied. The cost for this is \$330 and contributes to the cost of advertising.

### **The Next Step**

That's up to you. If you wish to be part of a successful group, making a personal commitment, then GreenPainters® is your opportunity to move ahead. The next step is to return the Application form with a cheque or EFT transfer for \$330. This amount is fully refundable with in a period of twenty eight (28) days of you receiving the agreement if you decide not to proceed or if we deem not to proceed with the granting of the Accreditation. Notification that you are not proceeding must be in writing and forwarded to our office by normal mail, fax or e-mail. If we deem not to proceed we shall return the deposit by mail to your business address or by Direct Deposit to your nominated Bank Account with in this time period.

### **Contact Details.**

Mailing Address: GreenPainters Ltd 21/7-9 Activity Crescent Molendinar QLD 4214.  
Managing Director Daniel Wurm 0402 312234



## **MEMBERSHIP AGREEMENT**

**Set forth below are the obligations agreed to by Accredited contractors and GreenPainters Ltd:**

**GreenPainters shall:**

- provide co-ordinated marketing, internet presence, and public relations on behalf of its members
- provide members with information regarding environmentally friendly painting products
- promote healthy working environments
- establish and maintain the highest level of respect and goodwill with all segments of the industry
- The assets and income of the organisation shall be applied solely in furtherance of its above-mentioned objects and no portion shall be distributed directly or indirectly to the members of the organisation except as bona fide compensation for services rendered or expenses incurred on behalf of the organisation.
- In the event of the organisation being dissolved, the amount that remains after such dissolution and the satisfaction of all debts and liabilities shall be transferred to another organisation with similar purposes which is not carried on for the profit or gain of its individual members.

**Accredited GreenPainters™ Contractors shall:**

- protect, decorate and preserve with means and materials which have been certified by an ecolabel which meets ISO 14024 or offers full ingredients disclosure wherever possible, and endeavour to use materials that conform to the Green Building Council's Green Star Rating Tool IEQ-13, on a minimum of 50% of contracted work.
- Meet all licensing, insurance and Workcover requirements
- commit to the Environmental Code of Practice
- present a favourable image of our industry to the public, and in the most health-conscious manner
- encourage the free exchange of knowledge and ideas with other members
- avoid any action which will bring discredit to GreenPainters
- be permitted to use the GreenPainters logo and branding to promote their business using stationery and clothing provided by GreenPainters

**Liability:**

- GreenPainters Ltd shall in no way be held liable for claims arising over works carried out by any member, or claims arising from allergic reactions to materials used by members
- Contracts negotiated by members shall be between the contractor and clients only.

**Accreditation:**

- GreenPainters Ltd may withdraw accreditation from any contractor at any time by vote of the board of directors, for violations of this agreement, or if accreditation fees are not paid by agreed date
- Certification shall take effect from date of approval of Accreditation Application and expire 365 days from this date

# GREENPAINTERS APPLICATION FORM

Please complete this application form in full and return with payment of \$330 to:  
GreenPainters Accreditation, 44 Chelsea Ave Baulkham Hills NSW 2153. Cheques should be made out to  
'Greenpainters Ltd' or EFT payment to account number 012554 479616201. A Tax Invoice will be mailed to you  
to confirm your membership.

## Business Details

Trading Name (if applicable):  
\_\_\_\_\_

ABN: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Business Address: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Home Address: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Business Telephone No.: \_\_\_\_\_ Mob: \_\_\_\_\_ A/H: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## Trade History

Trade Qualifications:  
\_\_\_\_\_

Please circle: Sole Trader/Company/Partnership

No. of years in Painting Industry: \_\_\_\_\_ Painting License No.: \_\_\_\_\_

Who do you have Public Liability insurance with? \_\_\_\_\_

How many people do you employ? \_\_\_\_\_

Have you completed any Green Star projects or HIA Greensmart projects? \_\_\_\_\_

List Fields of Expertise:

Circle applicable: Commercial Domestic Insulating Paints

Industrial Coatings Natural Paints Lead Paint Management

Asbestos Encapsulation Wallpaper

Please indicate which GreenPainters Course you have attended:

Course in Sustainable Painting Practices Date: \_\_\_\_\_ Venue: \_\_\_\_\_

Environmental Sustainability Course: Date: \_\_\_\_\_ Venue: \_\_\_\_\_

## Products

Which products do you use regularly? Do you have an account with any manufacturer? Circle applicable

Livos BIO Solver Envirogard Rockcote Ecostyle Oikos Ecolour

Wattyl ID Astec Energy Star Bauwerk Thermoshield Resene Volvox

**Waste Treatment:**

Please describe how waste-water is treated.

Three-tin System                      Dulux Envirowash                      Reclaimer                      Other: \_\_\_\_\_

Please detail local waste recycling depot where your paint-tins and excess paint is deposited of:



Please enclose completed Sustainability Action Plan and a copy of your Environmental Management Plan.

**References**

Please provide contact details of at least one supplier, and three previous clients where you have used the above products.

Reference 1: Name: \_\_\_\_\_ Tel: \_\_\_\_\_

Reference 2: Name: \_\_\_\_\_ Tel: \_\_\_\_\_

Reference 3: Name: \_\_\_\_\_ Tel: \_\_\_\_\_

Reference 4: Name: \_\_\_\_\_ Tel: \_\_\_\_\_

How many polo-tops do you require? One is included in membership fee. Additional polo-tops are \$30 each

Small \_\_\_\_ Medium \_\_\_\_ Large \_\_\_\_ Ladies size \_\_\_\_

**Acceptance of Terms and Conditions:**

All applications are submitted to the Accreditation Committee for evaluation. Application fees are refundable only if the application is rejected. Please ensure this form is completed in full.

I/We hereby apply to become an Accredited GreenPainter, and if accepted, agree to be bound by the GreenPainters Code of Practice. I have read and accepted all the conditions as stated in the Code of Practice.

I hereby state that the above information is true and correct.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_



# GreenPainters Sustainability Action Plan

## Use this chart to measure the improvement of the sustainability of your business

Measure resource consumption, prepare an Action Plan to reduce, recycle and reuse. Re-evaluate after implementation

How can you improve your resource efficiency?

- Develop an action plan
- Implement your ideas
- Re-evaluate by measuring again

	How to measure	Consumption per week	Action	Reassess Consumption	Amount saved
Water	Litres per week		Use Waste Water Treatment Unit Roller Sleeve Covers		
Tools	Number of brushes & rollers disposed of		Clean and Re-use		
Materials	Leftover paint per month		Better Estimating		
Office materials	Paper used per month		Email quotes		
Energy	Quarterly Electricity Bill		Install energy efficient appliances and lighting Turn off computer when not in use		
Fuel	Litres/week		Car pool Reduce load Upgrade to fuel efficient vehicle		
VOCs	Percentage of paint used low-VOC?		Use low-VOC paint		

## **ENVIRONMENTAL CODE OF PRACTICE**

**Set forth below are the obligations agreed to by Accredited GreenPainters®:**

**Use GECA Certified low-VOC Acrylics, Codemark Certified heat-reflective products or paints with a full ingredients disclosure on a minimum 50% of contracted work per year.**

- Paints classed as low-voc must conform to Green Building Council's Green Star Rating Tool IEQ-13. This includes tints, and gloss enamels.

**Meet all EPA legislation guidelines. These include:**

- When using acrylic paints, waste water must be treated before being discharged in accordance with EPA and local council regulations. Waste water must never be poured down the storm water drain.
- Provide an Environmental Management Plan for all projects and clients
- Tins and buckets must be recycled after having excess dry paint removed using local-government recycling scheme.
- Disposal of unwanted acrylics must be by using the local council sponsored paint disposal programs such as 'Paintback', or by using an EPA approved paint waste treatment facility.

**Use Environmental Best Practice at all times**

- Natural paint waste can usually be composted, as it is organic.
- Use a waste-water treatment unit or 'three-tin' method for wash-up
- Provide accurate information on sustainable products to clients, including third-party verification of all environmental claims. Information supplied must conform to ACCC guidelines for environmental claims

**Conduct all work in accordance with Australian Standards for Painting and Decorating (AS1530)**

- Provide a written quote and contract
- Meet all licensing, Worksafe and insurance obligations

**Maintain a green office**

- Use recycled paper for quotes and invoices, and associated stationery.
- Email quotes and invoices where possible.