



**Press Release Oct 2009**

## **Making Eco-Paint Eco-nomical**

Consumers and builders can now have environmentally preferable paints on their project at no extra cost, according to GreenPainters, Australia's national sustainable painting program.

The number of manufacturers producing Certified Low-VOC and natural paint products has increased to the point where they have become competitively priced.

'This is great news for consumers, and the environment. It means that there is virtually no reason to keep using products that contain high levels of toxins, and that most manufacturers are making efforts to reduce their impact on the environment', says GreenPainters Managing Director Daniel Wurm. 'We always encourage builders and consumers to choose premium products that have been independently evaluated for their environmental impact, and now there are plenty of readily available options. Look for the Good Environmental Choice 'tick', or choose products that have a full ingredients disclosure.'

Choosing the eco-option has often been used a luxury by many building designers because of perceived higher cost.

'That's no longer an excuse,' says Mr Wurm. "Certified products are widely available for the same price as premium conventional paints. Of course there will always be cheap paints, but they don't last and are false economy if they need to be recoated because of low durability, or cause health issues due to toxic fumes.'

Many painting contractors still charge extra to use sustainable products, but consumers and builders can now get competitive prices by choosing an Accredited GreenPainter.

'Accredited GreenPainters make eco-painting affordable, because they understand the benefits of using these paints, such as improved working conditions for their employees, and better air quality for their clients.'

GreenPainters is presenting the 'Sustainable Painting' seminar for building designers, architects and builders at the HIA Build Green Exhibition in Melbourne, Oct 17<sup>th</sup> 10:30am. Register at [www.buildgreenexpo.com.au](http://www.buildgreenexpo.com.au)