



Winner
Sustainable Business
of the Year 2010



Resene. Licensed
products since 1996



Winner Green Gold Award 2009



Green Ribbon
Award



Supporter



Winner
Sustainable 60 Large exemplar
and Marketplace Awards 2010

sustainable
BUSINESS NETWORK

Winner Trailblazer
National Large and Corporate
Business Award 2008

Winner Central Region Sustainable Business
of the Year and Trailblazer Large and
Corporate Business Award 2010

Being green is part of our DNA

Sustainability and being green is something we've grown up with at Resene, long before it was the topical issue it is today. In the 1950s we introduced waterborne paint to the local market and created a whole range of waterborne paint innovations. We were the first New Zealand paint company to offer an extensive range of **Environmental Choice** approved paints in 1996, reaffirming our early commitment to the environment.

Resene Environmental Choice paints make it easy for our customers to make sustainable purchases. This is because they are from the existing range of Resene paints, so you don't have to pay more to get an environmentally preferable product. High quality, durable performance, superb colours and Environmental Choice approval comes in the same can.

When it comes to hard facts on solvent reduction, our results speak for themselves. The average per litre VOC (volatile solvent) levels of Resene decorative paint sales have dropped by over 90% in the last two decades. And in 2007 **Zylone Sheen Zero** was introduced offering all the benefits of popular **Resene Zylone Sheen** without adding unwanted VOCs. Plus with **Resene decorative tinters with no added VOCs**, we can tint thousands of colours without adding any VOCs to the paint.

While our **Resene Environmental Choice** paint colours are 'green', the technology is 'cool.' The unique formulation and materials of the **Resene CoolColour™** range allows them to absorb visible light so they look like a normal colour but reflect more of the sun's energy keeping the surface cooler, reducing stress on the coating, substrate and building.

Resene also educates its customers on sustainable product choices and sustainable systems. The **Resene Eco.Decorator programme** has been designed to recognise a nationwide network of environmentally responsible, quality focused painting contractors, providing confidence to the end customer that both the paint and the application method meet quality and sustainable standards.

And to complete the sustainability cycle, we run a world first innovative paint recovery and recycling programme called **Resene PaintWise**. Those with old paint or paint packaging (of any brand) can return them to the **Resene PaintWise** service for responsible recycling. Hundreds of thousands of cans have already been returned with paint donations going to community group projects all over the country and to cover unwanted graffiti.

Since the very early days of our company's development we've had the 'green gene.' It's simply part of our heritage of providing quality sustainable solutions for our customers and the environment.

Resene

the paint the professionals use

0800 RESENE (737 363)
www.resene.co.nz/ecodecorator



Our favourite
colour is green

Resene Ecodecorator

www.resene.co.nz/ecodecorator

Resene Ecodecorator



Workmanship

- Project specific and generally stipulated at time of quotation.
- Minimum of two years.
- Reinforced by structured project/client sign-off process.



Product

- Resene premium quality product.
- Environmental Choice certified products since 1996.
- Durability of paint finishes chart incorporated into guarantee.



Environmental

- Certified Resene Eco.Decorator.
- Audited by Resene as following sustainable work practices code.
- Waste management including Resene WashWise and Resene PaintWise.



Competitive pricing

- Robust tendering process.
- Clear concise quotations.
- Quality guarantees.



Sustainable decorating is more than just choosing an Environmental Choice approved paint. It is also making sure that it is applied in an environmentally responsible manner following sustainable principles.

The Resene Eco.Decorator programme has been designed to recognise a nationwide network of environmentally responsible, quality focused painting contractors. Painting contractors can choose to undergo assessment for the Resene Eco.Decorator programme, which includes assessments of principles in practice, sustainable work practices, waste management, project plans and project sign off processes.

Only contractors who successfully meet these standards can promote themselves as an authentic Resene Eco.Decorator.

By choosing the services of an Eco.Decorator to complete your decorating projects, you will have the confidence that the contractor is committed to sustainable principles in their work processes.

When you hire a certified Resene Eco.Decorator, you will enjoy:

- A professional quality painting service.
- Sustainable paint systems and wherever possible use of waterborne paints and Environmental Choice approved products on your project to minimise smell, harm to the environment and enable water washup.
- Waste products will be managed in a recognised environmentally responsible manner using the Resene PaintWise programme and other appropriate systems.
- The Eco.Decorator's commitment to continually monitor and upgrade their responsibilities and work closely with Resene and the Resene Eco.Decorator programme.

Ask your Resene ColorShop for your local certified Eco.Decorators or view them online at: www.resene.co.nz/ecodecorator.