

HINTS FOR HOMEOWNERS

High-Impact Paint Colors Provide Low Environmental Impact

(NAPSA)—From cork flooring to organic bedding, homeowners are no longer forced to choose between materials that minimize their impact on the environment and those that maximize their personal style. And when it comes to adding color to their home, getting both style and sustainability in one paint can has never been easier.

Consumers today can choose their favorite colors in environmentally responsible paints that have low levels of volatile organic components (VOCs). VOCs are solvents that evaporate and react with other elements in the air to create ground-level ozone, or smog. VOCs contribute to the smell of paint, and throughout the life of the paint they can off-gas, contributing to poor indoor air quality in a home.

Homeowners can avoid paint with VOCs by looking for those with a Green Seal Class A certification for meeting environmental standards, such as Pittsburgh Paints Pure Performance—the first national brand paint to receive the certification. The paint features:

- Nearly 2,000 shades
- Zero VOCs
- Very low odor
- Easy application
- Excellent adhesion
- High hiding ability
- Great washability
- Mold and mildew resistance.

“More and more, consumers are beginning to seek out environmentally friendly choices,” said Josette Buisson, Artistic Director of The Voice of Color. “It has always felt good to be green...and now it looks good, too.”



Painting green has nothing to do with color and everything to do with paints that don't contribute to creating smog.

In fact, some of the most popular hues have actually been influenced by the heightened environmental consciousness that is currently impacting consumers. For example, Pittsburgh Paints' Voice of Color program recently introduced four palettes that echo the growing interest in the environmental movement—Fair Trade, EcoTechno, EcoLoco and Vintage.

Homeowners looking for a new shade can take their own personal approach to going green by first choosing a color that fits their personal style, and selecting an environmentally friendly, low-VOC paint.

Learn More

To learn more, visit the Voice of Color program at www.voiceofcolor.com to find an environmentally responsible paint in a color that complements your personal style.