

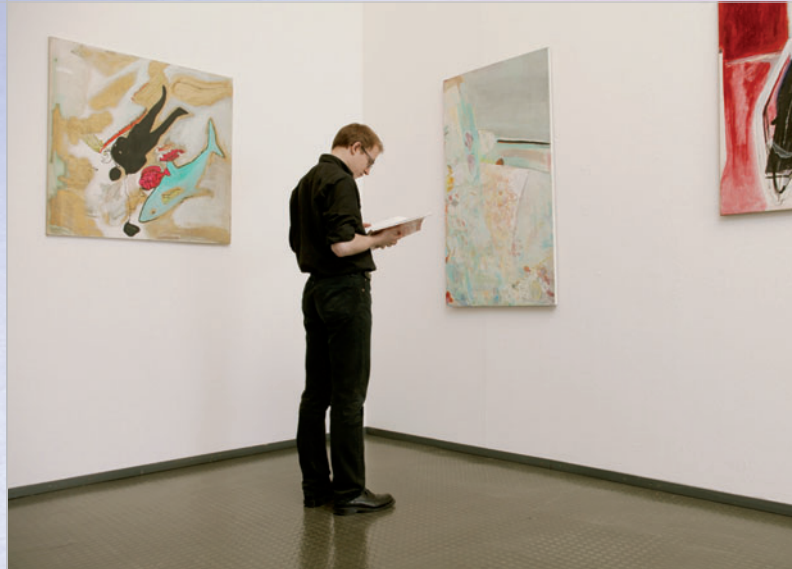
# Think all paint colours are the same?

EcoProof® IS PERFECT FOR USE IN RETAIL, PUBLIC AND OFFICE SPACES, IDEAL FOR MUSEUMS, RESTAURANTS, HOTELS, ART GALLERIES, CAFÉS, RESIDENTIAL APARTMENTS, HOSPITALS, SCHOOLS AND HOMES.

“How to paint a ‘character’ office the size of a small house, ceilings and walls in 6 days and not have RSI or have killed yourself with toxic fumes in the process with the added benefit of a gym workout ‘no worries about toxic headaches or noxious fumes driving you or your office neighbours and their clients out onto the street with Taubmans EcoProof. EcoProof went on easily giving a sophisticated eggshell finish. If Cathy Veninga can do a great job that impresses others it’s definitely all down to the paint... totally forgiving no matter what!”

# Think again.

New Breakthrough formulations have been developed by chemists at Wattyl / Taubmans, significantly improving the existing Wattyl Clean Air 3 product to provide superior performance in terms of washability and durability without sacrificing environmentally friendly attributes.



## No Paint Odours

Taubmans EcoProof is New Zealand's first genuine premium performance paint with no traditional paint odours. This means that in a ventilated room odours will be eliminated after one hour. Allergic reactions can be triggered by airborne chemicals. Breakthrough EcoProof offers significant reductions in the volume of airborne chemicals which result from painting, making it less likely that allergic reactions will occur.



## Improved Stain Repellence

As well as having a low odour and low environmental impact properties EcoProof has been made even more repellent to stains, scuffing and washing. This means water borne stains bead on the surface of your wall instead of penetrating and staining. So you can paint more comfortably and safely without sacrificing any of the hard wearing and easy maintenance that you need in an interior paint.



## Low environmental impact

Taubmans EcoProof's breakthrough new formula is 99.7% VOC (Volatile Organic Compounds) free in untinted and tinted with EcoTint. These VOC's are one of the causes of paint odours and also contribute to air pollution, both indoors and in the atmosphere.



## Smoother silkier finish

Breakthrough EcoProof retains the superb covering power of standard LivingProof products to give the satisfaction of painting easily and quickly. In addition Breakthrough EcoProof has superior 'flow' which means that the pattern left by the brush or roller evens out more, giving a smoother more elegant look, and a silkier feel.



## Inspirational colours

Breakthrough EcoProof continues to deliver the inspirational colours which are one of the hallmarks of the LivingProof range. Taubmans EcoProof can also be tinted to most other colours available in New Zealand.



## Ammonia free

Most water based paints contain ammonia at a level which causes them to smell strongly in the can and during application. Ammonia has been removed from Breakthrough EcoProof to such a low level that there is no ammonia odour and no vapour to sting the eyes and nose. This reduction of ammonia and other materials makes Breakthrough EcoProof less irritating to the skin if any gets on the hands while painting.

INSPIRATIONAL COLOURS NO RESIDUAL PAINT ODOURS ONE HOUR AFTER PAINTING  
SUPERIOR STAIN RESISTANCE  
NO RESIDUAL PAINT ODOURS ONE HOUR AFTER PAINTING SUPERIOR STAIN RESISTANCE  
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NO RESIDUAL PAINT ODOURS ONE HOUR AFTER PAINTING SUPERIOR STAIN RESISTANCE 99.7% VOC FREE\* SMOOTHER SILKIER  
SMOOTHER SILKIER INSPIRATIONAL COLOURS

\*Applies to untinted products and products tinted with EcoTint

taubmans

# EcoProof

THE FRIENDLY FACE OF PAINT

## More persuasive reasons why Taubmans EcoProof is the only product that should be considered for quality interior painting.

Taubmans EcoProof formulation is marketed as Wattyl i.d Green in Australia and has been independently tested as such by the CSIRO, APAS and AELA.



### AELA Verification

The verification performed by the Australian Environmental Labelling Association Inc shows that Wattyl i.d new low VOC, low odour formula meets the requirements of the Architectural Coatings Standard under the Australian Ecolabel Program.

INVESTIGATION ELEMENT Criterion Description	Criterion	Passed/Fail	Assessor
Product Category Scope	2.0	Pass	N. Travers/P. Johnson
Fit for Purpose	3.0	Pass	N. Travers/P. Johnson
VOC Levels	4.1	Pass	N. Travers/P. Johnson
Titanium Dioxide Content	4.2	Pass	N. Travers/P. Johnson
Glycol Ethers	4.3	Pass	N. Travers/P. Johnson
Heavy Metals	4.4	Pass	N. Travers/P. Johnson
Packaging	4.5	Pass	N. Travers/P. Johnson
Carcinogenic Substances	4.6	Pass	N. Travers/P. Johnson
Restricted Substances	4.7	Pass	N. Travers/P. Johnson
Use of Ozone-depleting Substances	4.8	Pass	N. Travers/P. Johnson
Solvents	4.9	Pass	N. Travers/P. Johnson
Compliance to Environmental Regulations	5.0	Pass	N. Travers/P. Johnson
Compliance to Labour, Anti-Discrimination & Safety Regulations	6.0	Pass	N. Travers/P. Johnson
Compliance Testing	7.0	Pass	N. Travers/P. Johnson

Visit [www.aela.org.au](http://www.aela.org.au) or contact your Wattyl consultant for more information



### APAS Approval

#### APAS Specification 0215

Wattyl i.d new low VOC, low odour formula (low sheen) has been tested to meet the new APAS specification for low odour and low VOC products:

**APAS 0215: Interior Latex, Low Odour, low VOC**

APAS 0215 provides a significantly more stringent specification than APAS 0260 with regards to odour and VOC emissions.

Ensure your low odour, low VOC paint specification meets APAS 0215 for added security.

Wattyl i.d	APAS Specifications
i.d Acrylic Matt	0260/4 and 0215/4 (pending)
i.d Acrylic Low Sheen	0260/3 and 0215/3
i.d Acrylic Satin	0260/2 and 0215/2 (pending)
i.d Ceiling White	0215/5 (pending)

Visit [www.apas.gov.au](http://www.apas.gov.au) for more information



green building council australia  
MEMBER

### Green Star Environmental Rating

Green Star - Office Interiors Credit IEQ-11 Volatile Organic Compounds awards two points towards the credit where 95% of all painted surfaces are low VOC paints.

The following table outlines the VOC limits specified under IEQ-11 and how Wattyl i.d low VOC, low odour formulation meets and exceeds the specification.

Wattyl i.d	Max. VOC Content <sup>1</sup>	i.d Actual VOC content <sup>2</sup>
i.d Matt White	16 g/litre	0.62 g/litre
i.d Low Sheen White	16 g/litre	0.49 g/litre
i.d Satin White	16 g/litre	0.88 g/litre
i.d Ceiling White	14 g/litre	0.18 g/litre

For information, visit [www.gbcaus.org](http://www.gbcaus.org) and select *Green Star - Office Interiors* and then click on the *IEQ* tab.

- 1 Maximum VOC limits on Architectural Coatings to meet AELA Standard 23-2005 and Green Star - Office Interiors, Credit Number IEQ-11 Volatile Organic Compounds
  - 2 Actual VOC content in white untinted paint. Standard Wattyl tint formulations in i.d white broadwall products will also provide a total VOC of less than 16g /litre.
- For more information, please contact your Wattyl consultant.

**Specify Taubmans EcoProof with confidence for projects demanding low odour, low VOC, low environmental impact.**

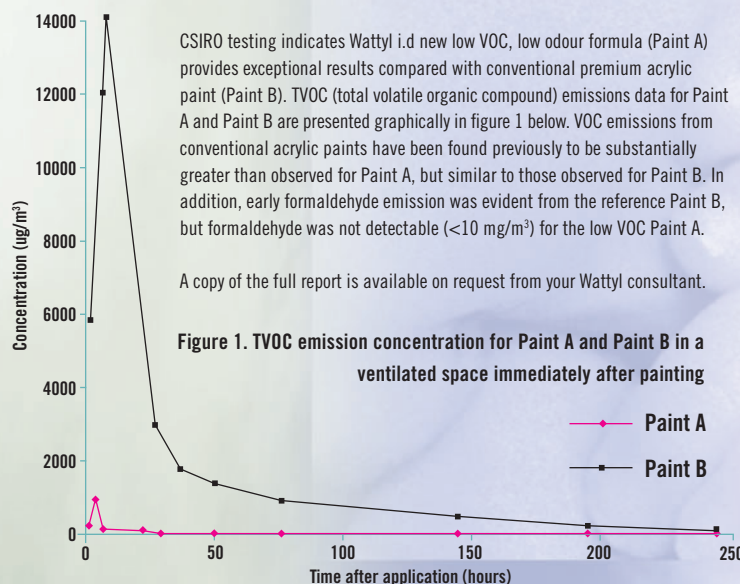
#### Range Available

- EcoProof Primer Undercoat
- EcoProof Ceiling White
- EcoProof Acrylic Silk
- EcoProof Acrylic Eggshell



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### CSIRO Testing



# EcoProof

THE FRIENDLY FACE OF PAINT

For further information about Taubmans EcoProof NEW Low VOC, Low Odour Formula call the Taubmans Customer Service Hotline on 0800 735 551.

Note: Product marketed in Australia as "i.d. Green".

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