



Colourful thinking

In response to growing concerns over VOC emissions, the **Environmental Choice programme** focuses on the need to reduce these emissions. Solventborne paints release significantly more VOCs per litre than waterborne paints, spurring Resene chemists to develop waterborne replacements for solventborne products.

Today, **less than 8% of the decorative paint sold by Resene is solventborne**, while the average per litre VOC levels of Resene decorative paint sales have dropped by over **90%** in the last two decades, clearly demonstrating Resene's commitment to proactively develop and launch environmentally preferable waterborne technologies to the market.

Focused research and development has led to low odour **Resene Zylone Sheen** being launched in a VOC free version, **Resene Zylone Sheen VOC Free**, providing all the benefits of the popular **Resene Zylone Sheen** with no added VOCs.

And to enable you to get the Resene colours you know and love, Resene has pioneered **Resene Non VOC tinters** enabling a full spectrum of colours to be achieved without adding unwanted VOCs. To ensure that they are readily available to all, the **Resene Non VOC tinters** are being rolled out to Resene stores replacing the existing tinters at no extra cost to our customers.

Now that's colourful thinking.



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