

ECOSTYLE[®]
Paints by **ROCKCOTE**

**Paint without
compromise.**

Schools and child care | Healthy homes | Health and aged care | Public buildings

Don't Compromise on **Performance.**

Don't Compromise your **Health.**

Choosing the right paint should never require a compromise on product performance, or human health. That's why ROCKCOTE developed EcoStyle Paints: premium quality paints that last the distance, with the benefit of being non-toxic and very low VOC.

Our unique high-performance formulation was developed in Australia with the most punishing and high traffic environments in mind: child care centres, schools, hospitals and public buildings. EcoStyle Paints are 100% acrylic making them incredibly tough and low maintenance.

EcoStyle Paints adhere better and have superior abrasive scrub resistance compared with several major competitors (independent testing, 2012). They are an ideal choice for new commercial, educational or residential projects; and lasting refurbishments.



Performance:

- › Premium quality interior paint
- › 100% acrylic
- › Exceptional aesthetics
- › Low maintenance, three coat system
- › Scrubbable and easy to clean
- › Resists stains, dirt, mould, mildew and fungi
- › Lasting results backed by a 15 year warranty* (see page 11)

Your health:

- › Certified as environmentally preferable by Good Environmental Choice Australia
- › Low odour: paint today, occupy today
- › Free of dangerous chemicals and solvents including formaldehyde, glycol ethers, phthalates and crystalline quartz silica
- › Very low Volatile Organic Compounds (VOCs)
- › Tough, durable packaging that can be easily washed out and reused or recycled



For architects:

GECA provides independent certification of environmental performance from a 'whole of product life' perspective

- › Easy to specify
- › Green Star points
- › Available Australia wide
- › Project support from ROCKCOTE from specification to completion

For painters:

- › Excellent opacity
- › Low odour
- › Suitable for spray application
- › Warranted three coat system
- › Very low VOCs

For home and building owners:

- › Longer lasting means more years before recoating is required
- › Low odour means you can occupy the space almost immediately
- › Marks can be easily washed away with warm water and a sponge; stubborn marks can be easily scrubbed away without damaging the surface

"I have been using EcoStyle for a long time on interior, new and repaint work. It provides a durable and attractive finish that does not need recoating as often as many other paints. As a certified Green Painter, I favour EcoStyle for its non-toxic characteristics. It's better for me, the guys I work with and the people who live in the homes we paint."

- Paul Grubner, Habitat Painting (pictured above centre)



Australian Owned and Manufactured

EcoStyle Paints are manufactured in Australia by ROCKCOTE, a Queensland-based company that has been creating stunning finishes for the interior and exterior of residential and commercial buildings for over 30 years.

Behind ROCKCOTE's innovative product development is a commitment to delivering the best products on the Australian market, a refusal to compromise on quality and a belief that people live best when they live in harmony with nature.

EcoStyle Paints have been GECA Certified since 2007.

GECA certification provides confidence

EcoStyle Paints have been certified by Good Environmental Choice Australia. When a product is certified against GECA's Paints and Coatings standard, you can be sure that the product has been assessed to meet environmental, human health and ethical impact criteria.

Stringent third party testing by GECA provides assurance that EcoStyle Paints contain no known carcinogens, mutagens or reproductive toxins; no prohibited substances including formaldehyde and toluene; and no harmful glycol ethers.

The entire product life cycle is analysed to ensure water emissions are responsibly managed, there are no ozone-depleting substances and waste generation is minimised.

For more information about EcoStyle Paints and GECA, go to www.geca.org.au/products/licensees/rockcote-enterprises



EcoStyle Paints contain none of the following

NO

- ✗ Glycol ethers
- ✗ Formaldehyde
- ✗ Phthalates
- ✗ Ammonia
- ✗ Toluene
- ✗ Quartz crystalline silica
- ✗ Odour hiding chemicals

What’s in your paint?

Glycol ethers

Glycol ethers are used as solvents in resins and paints, and can be found in cleaning compounds and cosmetics. According to the US Environmental Protection Authority, short-term exposure to high levels of glycol ethers can result in narcosis, pulmonary edema, upper respiratory tract irritation and severe liver and kidney damage. Chronic exposure may result in neurological and blood effects including fatigue, nausea, tremor and anaemia.

EcoStyle Paints do not contain glycol ethers.

Formaldehyde

Used in the manufacture of many paints, wallpapers, glues and resins, formaldehyde can be a major source of indoor air pollution. Formaldehyde is classified as carcinogenic to humans by the World Health Organisation. Studies show it can induce squamous cell carcinoma of the nasal cavity in rats and nasopharyngeal cancer in humans. Indoor exposure can cause irritation of the eyes and upper airways.

EcoStyle Paints do not contain formaldehyde.

Phthalates

Phthalates are chemical plasticisers used in the production of plastics, inks, paints, and other products. According to the International Chemical Secretariat, several phthalates are reported to disturb the endocrine system and act as a synthetic oestrogen causing deformities in male reproductive organs, premature breast development and breast cancer.

EcoStyle Paints do not contain any phthalates.

Ammonia

Ammonia is often a source of the “new paint smell” that can linger for a long time after painting is completed. Exposure to high levels can cause irritation and burns to skin, mouth, throat, lungs and eyes. It is also toxic to aquatic life.

EcoStyle Paints do not contain ammonia.

Other ingredients

Titanium dioxide, zinc oxide and lithopene are commonly used by paint manufacturers. Their production is extremely energy intensive.

EcoStyle Paints contain no lithopene. Titanium dioxide and zinc oxide are well within GECA’s allowable limits.



Volatile Organic Compounds

Volatile Organic Compounds (VOCs) are chemicals that can easily evaporate at room temperature and off gas into the surrounding air. They are emitted by a variety of commonly used products, construction materials and new furnishings.

There is no Australian standard for classifying the levels of VOCs in paints. GECA, the Australian Paint Approval Scheme (APAS) and Global Green Tag all offer different guidelines. ROCKCOTE has decided to align EcoStyle VOC level descriptions with the standards set by APAS. All products in the EcoStyle Range fall into the Very Low VOC category of less than 5 grams per litre.

To encourage transparency in our industry ROCKCOTE has taken the unusual step of publishing the VOC levels in EcoStyle Paints so customers can compare EcoStyle VOC levels against the various standards (see table).

| VOC standards by program compared with EcoStyle Paints | | | | |
|--|-----------|--------------------------|---------------------------|----------------------|
| Product Category | GECA gm/L | APAS “Very Low VOC” gm/L | Global Green Tag max gm/L | EcoStyle Paints gm/L |
| Ceiling | <5 | <5 | 16 | 0.1 |
| Wall – flat and low sheen | <5 | <5 | 16 | 0.6 |
| Wall – gloss, semi-gloss and satin | <5 | <5 | 16 | 2.5 |
| Trim | <75 | <5 | 75 | 2.5 |
| Sealers and undercoats | <30 | <5 | 65 | 0.4 |



Lourdes Hill College, Brisbane



Lourdes Hill College, Brisbane

EcoStyle Paints for schools and child care

Hand prints, scuff marks, dirt, food stains, scratches, general wear and tear. Schools and child care centres are punishing environments for paints. Add to this the need to consider indoor air quality, and choosing the right paint for an education environment can become complicated.

Designed with exceptional aesthetics, easy maintenance and healthy indoor air in mind, EcoStyle performance paints are ideal for an education environment.

EcoStyle Paints are made with non-toxic, high grade resin to ensure the highest quality and durability. That means most marks can be easily washed away with warm water and a sponge, and the surface will withstand scrubbing for more stubborn marks.

Why choose EcoStyle Paints for your education project?

- › Low odour means no lingering fumes and spaces can be used as soon as paint is dry
- › Scrubbable and easy to clean so perfect for high traffic and high demand areas
- › Suitable for interior and exterior use
- › Free from dangerous chemicals and solvents
- › GECA Certification provides confidence that EcoStyle Paints are environmentally preferable and better for human health

Jafrul Khandker, Bertoldi Architects, Lourdes Hill College Brisbane Project

"There is a perception that new buildings will always be accompanied by a new building smell, which is often due to toxins in the paint. We don't like that smell. With EcoStyle Paints, the building can be occupied immediately after the paint is dry and there is no smell and no lingering fumes."

See www.rockcote.com.au/galleries for details

WE RECOMMEND:

For walls: EcoStyle Low Sheen

For doors and trims: EcoStyle Gloss

For ceilings: EcoStyle Ceiling White



Queenslander renovation by Lee and Lee-Anne Stevens, Brisbane (see also cover images)

Healthy homes for healthy people

With organic vegetable gardens, rainwater tanks and measures to minimise waste and energy consumption, families are embracing environmental and health conscious initiatives in their homes more than ever.

Whether it's a new architecturally designed home, or a quality renovation, consumers are becoming more informed about the non-toxic options available and choosing them over more highly toxic and polluting substances when they plan their projects.

ROCKCOTE EcoStyle Paints are the ideal choice for people who care about the air quality of their homes and the health of its occupants. Being non-toxic and very low VOC means cleaner air for your family both during and after painting.

GECA certification provides assurance that EcoStyle Paints contain none of the known carcinogenic or mutagenic chemicals present in many other paint brands (see pages 4 and 5 for details).

Lee Stevens, home owner, New Farm, Brisbane

"We have a beautiful fresh house that doesn't have the typical chemical smells and off-gassing of a new house. It feels great, and can take the knocks and bangs of everyday life."

See www.rockcote.com.au/galleries for details

WE RECOMMEND:

For walls: EcoStyle Flat or Low Sheen, EcoStyle Satin for bathrooms and laundries

For doors and trims: EcoStyle Gloss or EcoStyle Satin

For ceilings: EcoStyle Ceiling White



High performance for health care and aged care

Hospitals, health care and aged care facilities need the very best quality paints that can withstand bumps and knocks, harsh scrubbing and strong chemical cleaners.

Being 100% acrylic and formulated with high grade resin gives EcoStyle Paints the edge on performance over other premium interior paints for clinical environments.

Compromising on quality can be disastrous for health and aged care facilities where hygiene is a priority. Inferior paints are more porous meaning they don't have the ability to withstand attack from mould, mildew or fungus.

Made with high quality resins, EcoStyle Paints will not support the growth of mould, mildew or fungus, supporting good hygiene in clinical environments. Their ability to withstand scrubbing means any potential contaminants are easily removed.

Physical damage can be touched up and EcoStyle's low odour formulation means rooms can be occupied the same day.

ROCKCOTE provides on site support for each project by assisting contractors, providing training and seeing projects through to completion. We also offer ongoing maintenance service agreements with competitive pricing.

Robyn Kross, Chief Executive Officer Cooinda Aged Care

"The EcoStyle Paint was selected because of its environmentally friendly credentials and we liked the fact there was no odour. It means we can refresh the rooms easily and they can be occupied the next day. It also makes it easier to touch up any marks without negatively affecting residents."

See www.rockcote.com.au/galleries for details

WE RECOMMEND:

For walls: EcoStyle Low Sheen or Satin for bathrooms and smaller areas

For doors and trims: EcoStyle Gloss

For ceilings: EcoStyle Ceiling White



Outstanding aesthetics for public buildings

Whether it's a library, gallery, museum, office, council building or any commercial or government building, EcoStyle Paints offer the characteristics required for enduring performance.

The paint of choice for many high profile projects in Canberra, including the National War Memorial and the Australian National Museum, EcoStyle Paints offer outstanding aesthetics, a consistent finish and the ability to easily scrub away scuffs and marks.

No odour and exceptionally fast drying time means rooms can be recoated and occupied in the same day. This is especially important in spaces where regular repainting and maintenance is required such as foyers, galleries and museums.

For maintenance contracts, ROCKCOTE works closely with maintenance teams to provide consistency of product and colour, regularity of supply and ongoing support and training. For new projects, our Business Development Managers work closely with project teams from specification through to completion.

**Elton Willis,
Besselink Painters, Canberra**

"We regularly use EcoStyle Paints for new paints and ongoing maintenance in high profile buildings such as the National Portrait Gallery, National Museum, and the War Memorial. EcoStyle Low Sheen provides an exceptional, low maintenance finish that offers superb aesthetics for gallery-type environments. For high traffic areas that are open year-round, EcoStyle Paints allow spaces to be recoated and occupied the same day."

See www.rockcote.com.au/galleries for details

WE RECOMMEND:

For walls: EcoStyle Low Sheen

For doors and trims: EcoStyle Gloss

For ceilings: EcoStyle Ceiling White

Select your EcoStyle colour

Whether it's a palette of earthy hues, bright candy shades or subtle whites, greys and beiges, EcoStyle can be tinted to the colour you want in a non-toxic, high performance version.

While other companies focus on the fashion of colour, changing ranges from season to season, ROCKCOTE maintains its commitment to product performance and invests in ongoing improvements rather than constantly changing colour charts.

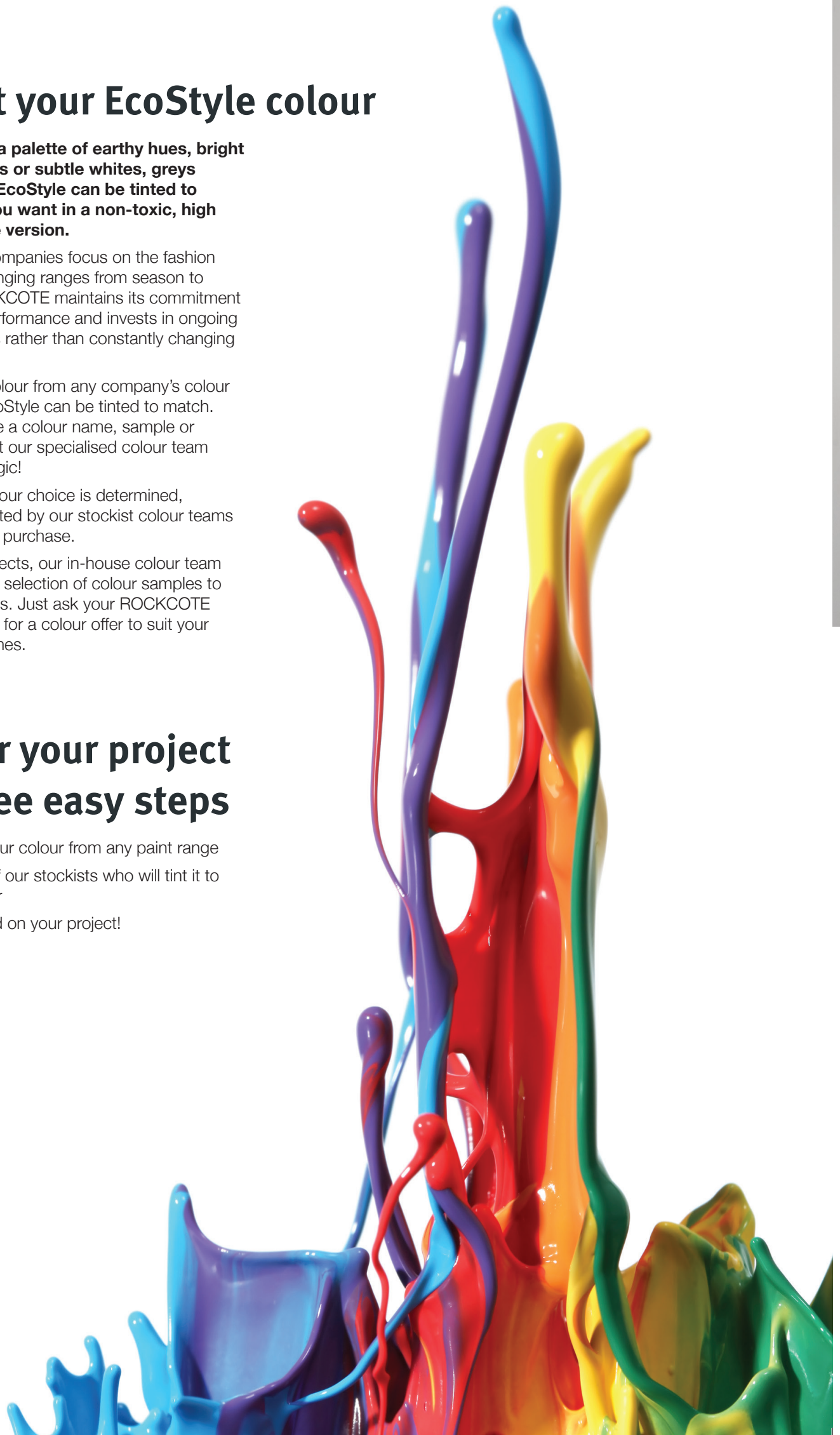
Select your colour from any company's colour range and EcoStyle can be tinted to match. Simply provide a colour name, sample or swatch and let our specialised colour team work their magic!

Once your colour choice is determined, EcoStyle is tinted by our stockist colour teams at the point of purchase.

For major projects, our in-house colour team can develop a selection of colour samples to suit your needs. Just ask your ROCKCOTE representative for a colour offer to suit your preferred themes.

Colour your project in three easy steps

1. Choose your colour from any paint range
2. Visit one of our stockists who will tint it to your colour
3. Get started on your project!





Systems

The EcoStyle system is a three-coat system: a single coat of EcoStyle Sealer/Undercoat or EcoStyle Primer plus two top coats.

For ceilings use one coat of EcoStyle Sealer/Undercoat or EcoStyle Primer followed by two coats of EcoStyle Ceiling White.

*Projects that use ROCKCOTE's recommended system to product specifications may be eligible for a ROCKCOTE 15 year warranty.

For Walls:

- EcoStyle Flat
- EcoStyle Low Sheen
- EcoStyle Satin

For Wet Areas:

- EcoStyle Satin

For Doors and Trims:

- EcoStyle Gloss
- EcoStyle Satin

For Ceilings:

- EcoStyle Ceiling White

For Priming:

- EcoStyle Sealer/Undercoat
- EcoStyle Primer

Choosing the right painter

By using a certified Green Painter, you can be assured that your painter has the right information and skills to work with environmentally preferable paints.

More at www.greenpainters.org.au or speak to your ROCKCOTE Business Development Manager for a referral.



Specifications

ROCKCOTE is able to provide a full system specification for EcoStyle Paints on your project. We work closely with architects, specifiers, builders and applicators to see each project through to completion.

FOR A COMPLIMENTARY SPECIFICATION:

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