



Our Philosophy

COMPLIANCE

To internationally accepted manufacturing standards; finding new ways to decrease our impact on the world's resources.

Green Processes

SUSTAINABILITY

The ability to sustain these manufacturing standards through business systems and processes.

Green Practices

PRODUCTS

To continuously review and innovate our product lines in line with international legislation, with industry leading, environmentally aware products

Green Products



passionately green...

1. Compliance = Green Processes

In 2005, we achieved ISO 14001 certification at all of our South African Manufacturing Plants, thus ensuring that we minimise waste, improve our processes and dispose of any waste from our factories in a responsible manner through reputable environmental waste companies.

2. Sustainability = Green Practices

By implementing and pioneering ground-breaking processes, we ensure that we focus on achieving complete sustainable progression.

We have addressed our commitment to meeting the highest international environmental standards through the following processes:

- **Reduced levels of Glycols and Solvents**


Since 1999, Plascon has reduced ethylene and propylene glycols used as open time modifiers in our water-based paint formulations. We have also reduced the volatile organic compounds (VOC) and solvent content found in paint.

- **Lead Free**

Plascon has eliminated the use of lead driers, lead pigments and lead additives as well as Chromium (VI) pigments in our decorative range of products, making them safer.

- **Titanium Dioxide**

Ilmenite Ore is the raw material used in the production of Titanium Dioxide, the white pigment used in paint manufacturing. During the manufacturing process the mineral is converted, through energy, into Titanium Dioxide. Since 2002, Plascon has considerably reduced the usage of Titanium Dioxide in specific product ranges. This serves to decrease our use of the mineral as well as energy.



sustainability,
it's a balance
of nature

award-winning thinking...
freeworld coatings' **patented
vesiculated bead technology**
received the department of
trade and industry's award for
innovation in large companies.
this breakthrough technology
was inspired by a need to
reduce the quantity of white
pigment, or titanium dioxide,
required in the production of
many paints.



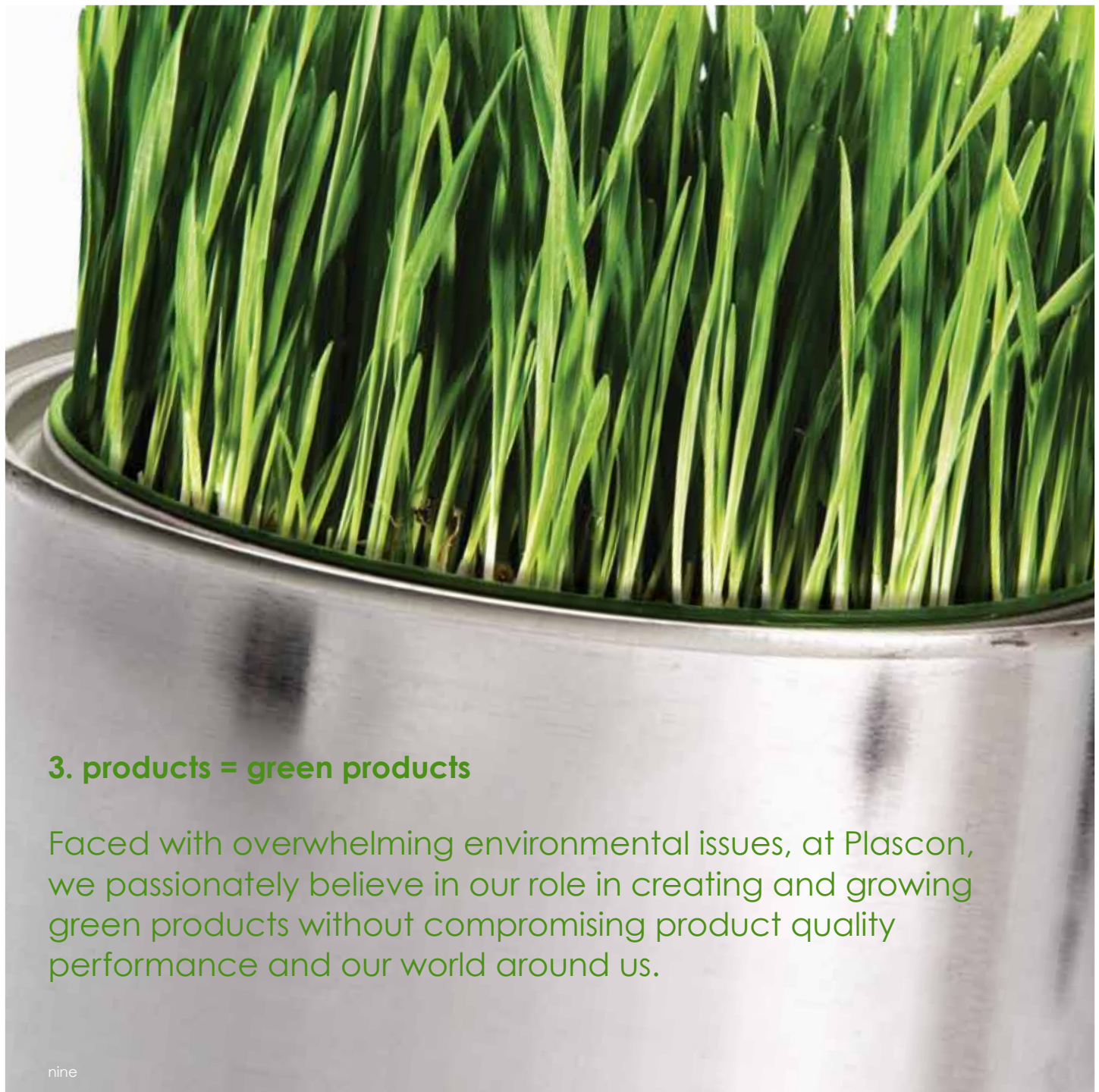
sustainability = green practices

Based on our distinct philosophy, we have also committed to ensuring that the effect we have on our environment is as minimal as worldwide leading technologies allow.

We have improved our production methods by implementing four key initiatives:

- **Improved cleaning processes**
We have actively reduced our usage of water by implementing water management in our plants and equipment cleaning processes at the end of production
- **Waste Management objective**
Waste management continuously remains a high-level improvement objective for Plascon
- **Environmentally-aware Packaging**
Waste reduction, suitability for intended purpose and transportation are all considered when choosing packaging, thus ensuring that packaging sent out is considerate to both the end user and the environment.
- **Pollution Prevention**
All our manufacturing sites are managed to prevent pollution, with process control and emergency response procedures in place

All production processes are part of our ongoing programme to advance the field of sustainability.



3. products = green products

Faced with overwhelming environmental issues, at Plascon, we passionately believe in our role in creating and growing green products without compromising product quality performance and our world around us.

Components of paint



Average water based paint



Green star compliant paint



Professional Evolution



Plascon Professional Evolution's only solvent is water; this is done by using unique binders and resins; resulting in products that do not contain any Volatile Organic Compounds (VOC's) or any High Boiling Point Volatile Organic Compounds (HBP VOC's). The solvent free pigments allow deep and bright colours to be tinted, without affecting the Solvent free nature of this range.

what are

volatile organic compounds (VOCs)?

A VOC is commonly defined as a compound that has a boiling point $< 250^{\circ}\text{C}$ and is of an organic nature. Volatile means that the compound evaporates easily. Organic means that the compound is always made of molecules that contain carbon based bonds. Hence water is not a VOC and not all solvents are VOCs.

Volatile Organic Compounds are described by the Green Building Council in the following way: "VOCs are normally given off in the form of gases by new products and materials (e.g. paint, adhesives)."

Sources of VOCs

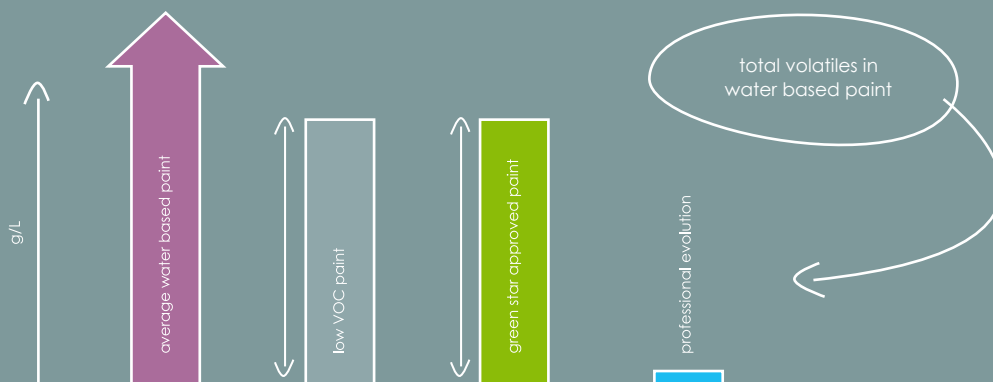
The major man-made source of VOCs is the emissions from motor vehicles. Other sources include the evaporation of gasoline, solvents and hydrocarbon from the petrochemical

industry as well as many household products such as wood preservatives, aerosol sprays, air fresheners, cleaners and disinfectants.

VOC Regulations

Globally, there is no common standard for VOCs in paint. Each major region around the world has designed individual standards and labeling systems in order to control VOCs. As a result there is a significant variation in the meaning and categorisation of what is considered a VOC.

The Green Building Council of South Africa's "Green Star" is the first rating system to be launched in South Africa. The rating has defined VOCs and stipulates specific VOC levels in all interior coating products.



note: volatiles above exclude water,
they include all VOCs and high
boiling point solvents

VOC levels in paint

Products with a high VOC content may release these compounds in high dosages over a period of time, making the potential exposure high.

Certain low VOC products still contain high boiling point volatile solvents and the risk of solvent exposure to users, in lower dosages albeit over a longer period of time, does exist. We have developed high quality paints using water as the single solvent, allowing for general lowest emissions.

At Plascon, we do not only classify environmentally aware paint as being zero VOC and solvent free, but in addition, do not use APEOs, CITs, Formaldehyde, Glycols or lead.

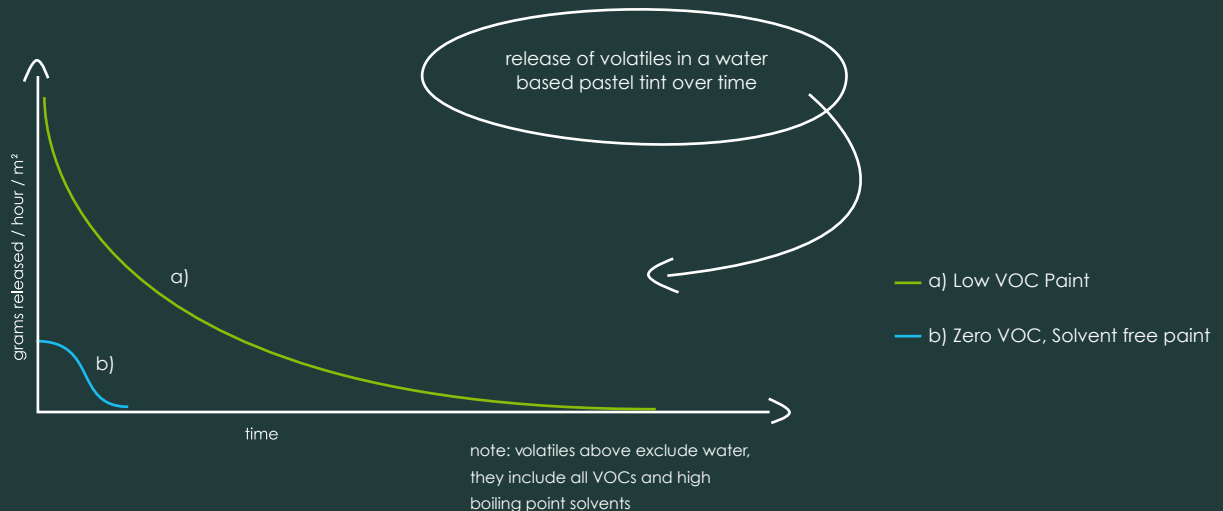
Plascon has defined VOC levels as the following:

Average Water Based Paint: Contains between 25g/L and 100g/L VOCs

Low VOC: The paint contains less than 25g/L VOCs

Zero VOC: The paint contains less than 5g/L VOCs but may contain high boiling point solvents

Solvent Free: Products are Zero VOC and contain less than 5g/L high boiling point solvents



Plascon Premium brands

Our interior water based premium products including Double Velvet (white and *pastel tint base), Cashmere (white and *pastel tint base), and several of our Plascon Professional products, all meet the strict criteria laid out by the Green Building Council of South Africa (Green Star Office rating tool v 1.0 - 2008)



1400 Plascon colours contain max TVOC levels of 16g/L

Products	Green Star Paint Category	Max TVOC (g/L)
Plascon Cashmere white (CAS1)	Wall & Ceilings - Flat Washable	16
Plascon Cashmere pastel tint base* (TCA1000)	Wall & Ceilings - Flat Washable	16
Plascon Double Velvet white (VEL1)	Wall & Ceilings - Low Sheen	16
Plascon Double Velvet pastel tint base* (TDV1000)	Wall & Ceilings - Low Sheen	16
Plascon Professional Superior Low Sheen (PEM1000)	Wall & Ceiling - Low Sheen	16
Plascon Professional Contractors Matt white (PEM600)	Ceilings - Interior Flat	14
Plascon Professional Water Based Primer (PWP750)	Timber and binding primers	30
Plascon Polycell Polyfilla Mendall 90	Solvent free	No Green Star rating
Plascon Polycell Woodfiller	Solvent free	No Green Star rating
Plascon Polycell Sugar Soap	Solvent free	No Green Star rating
Plascon Polyfilla Masonry Patching Plaster	Solvent free	No Green Star rating
Plascon Woodcare Knot Seal (PK2)	Solvent free	No Green Star rating
Plascon Woodcare Water Based Interior Varnish (IWW)	Trims - gloss, semi gloss, varnishes and woodstains	75
Plascon Multi-Surface Primer (WUP1)	Timber and binding primers	30

*These products have a maximum TVOC of 16g/L when tinted with Plascon Inspired Colour Colourants.

our green stars

Plascon Double Velvet was the first product in South Africa to be launched with a Breatheasy™ formulation.”
“This leading Breatheasy™ formula releases fewer harmful chemicals, such as VOC's, into the air as it dries, dramatically improving indoor air quality. Plascon Cashmere soon followed.

Features	Benefits
Excellent hiding & coverage	Complete hiding in 2 coats
Breatheasy™ Formula	Improved indoor air quality
Water based	Clean up with water
Available in thousands of colours	Extensive range of colours to create beautiful décor
Velvet Sheen and Plush Matt	Choose the finish that suits you
Seven Year Quality Guarantee	Superior Plascon product performance



PLASCON DOUBLE VELVET gives your interior walls a luxurious look and feel that is easy to keep clean and beautiful, even in your most “lived in” rooms. The formulation contains a unique Stain Barrier™ that forms a multi-layered protective coating preventing dirt from penetrating the paint. DOUBLE VELVET is Breatheasy – Virtually No Odour.



PLASCON CASHMERE gives a long lasting plush matt finish, that creates a sense of style for both the interior and exterior of your home. It contains a unique Triple Action Bead Technology™, which diffuses more light thereby hiding imperfections and forms a protective barrier which maintains an absolute matt finish over time, even with regular wiping.





Paint with imagination

Professional Evolution



The world's most innovative raw materials and technologies have been used in manufacturing the Plascon Professional Evolution™ range.

The Plascon Professional Evolution™ product range comprises of the following lines:

- Plascon Professional Evolution™ Water Based Plaster Primer (PEP850)
- Plascon Professional Evolution™ Premium Satin (PEV1000)
- Plascon Professional Evolution™ Premium Matt (PEV1200)
- Plascon Professional Evolution Super Matt (PEV900)
- Plascon Professional Evolution™ Water Based Gloss (PEW1003 and PEW1004)

however giving all the benefits of a solvent free paint:

- Solvent free (less than 5g/L)
- Zero VOCs (less than 5g/L)
- No APEOs, CITs, Formaldehyde, glycols, lead or ammonia

The Plascon Evolution™ premium products are manufactured and tinted on a made-to-order basis, using unique solvent free colourant technology, completely exceeding all green building requirements.

For more information, please contact your regional Plascon Trade office.

The range will deliver the same product performance that is expected from our premium Professional products,



Plascon brings the future of coating removers, cleaners and wood restoration products to South African consumers with the launch of RemovALL, a new environmentally aware range of products.



Plascon RemovALL is a new innovative range of coating removers, wood restorers and cleaning products with a difference. The products in the range work effectively to remove unwanted coatings and clean surfaces while remaining environmentally aware.

RemovALL's environmentally-friendlier features:

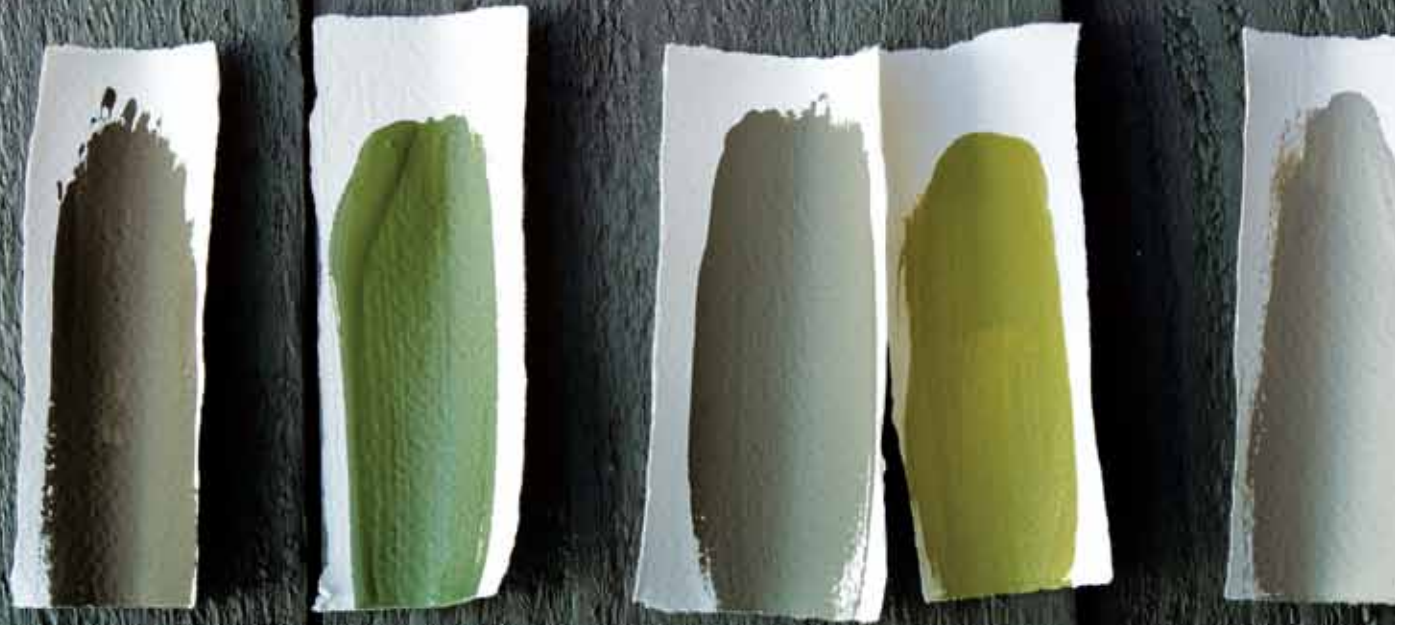
- Water based
- Biodegradable
- Easy and safe to use
- Low odour
- Non flammable

But how can such an effective product range be so friendly?

Plascon RemovALL has specific coating removal technology called HYDRO₂, patented by Freeworld Environmental Technologies. HYDRO₂ uses oxygen to lift the paint off the substrate, making Plascon RemovALL effective, safe and easy to use.

Plascon RemovALL is a range of 14 different products that remove coatings, clean surfaces, restore wood and prepare surfaces to be re-coated.

Plascon RemovALL - tough on paint, easy on the environment



...it is our business



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