

MIDAS Earthcote

MAKING PAINT  
THAT LIGHTENS  
THE LOAD  
ON THE  
ENVIRONMENT



**We know we can't save the planet overnight.** What we are doing at Midas Earthcote, is our bit to be more environmentally responsible by reducing the chemical burden on the environment.

We see this as a journey.

Our starting point is to deal with those ingredients that can be successfully substituted with more environmentally responsible raw materials ~ and using far lower quantities of those ingredients that could potentially be harmful to people or the planet.

We are particularly proud of recent technological improvements in our colourant systems at Midas Earthcote. Within the Freeworld Coatings Group we have found new ways of producing excellent, high quality colourants that contain NO GLYCOL, an ingredient traditionally used in most paint colourant systems and has been proven to be one of the most environmentally unsound constituents in paint.

## ABOUT ENVIRO LITE PAINT

Most Midas Earthcote paints fall well within EU VOC requirements, and we have always been able to confidently assure the public that our paints do not contain lead. Now, wherever you see our green sticker, we have taken the issue much further, in our effort to lighten the load on the environment.

ENVIRO LITE is our selection of specially formulated paints that contain **ZERO** GLYCOL, APEO, LEAD, AMMONIA and FORMALDEHYDE. These products contain significantly reduced levels of Volatile Organic Compounds.

In time, we aim to further reduce or remove these ingredients from a wider range of our regular off-the-shelf paints. As consumer demand for environmentally friendly paint grows and industry-wide standards improve, these improved products will become available at a better price to the consumer.



# ENVIRO LITE PRODUCTS AVAILABLE

## Water-based primers

---

- ~ ENVIRO LITE PLASTER PRIMER
- ~ ENVIRO LITE UNIVERSAL UNDERCOAT
- ~ ENVIRO LITE WOOD PRIMER (WHITE)
- ~ ENVIRO LITE METAL PRIMER (GREY)

## Water-based finishing coats

---

- ~ ENVIRO LITE LOW SHEEN \*
- ~ ENVIRO LITE MATT \*
- ~ ENVIRO LITE GLOSS \*

\* contains **ZERO VOC's**

These products are specially mixed in our factory, for those customers who request them.  
Allow 24hr delivery ex. factory.

These products are available in all colours found in the Midas Earthcote range.

# GLOSSARY

## **VOC's**

Volatile Organic Compounds react under the influence of sunlight and in the presence of nitrogen oxides to convert oxygen into ozone. It is well known that the impact of ozone is different depending on where in the atmosphere it is located. Ozone in the upper atmosphere, or stratospheric ozone, absorbs UV light and protects the earth from harmful ultraviolet radiation. Ground level ozone, or tropospheric ozone, on the other hand, is the main component of smog and thus has adverse effects on human health.

## **APEO'S**

Alkylphenol Ethoxylate aids wetting and dispersing of pigments. A suspected mutagen, it may cause infertility.

## **MEG**

Mono Ethylene Glycol helps to prevent paint from cracking and drying out too quickly. It is a suspected carcinogen.

## **FORMALDEHYDE**

Used as an in-can preservative. Suspected carcinogen and skin irritant.

## **HEAVY METALS**

In solvent-based paints, drier ingredients typically contain a percentage of lead. Midas Earthcote uses only lead-free driers.