



PARACEM DECO NATURE

The best paint for you and for nature

*Waterbased acrylic paint
for walls and ceilings.*



APPROVED BY NATURE



EU Ecolabel : BE/07/002

Mathys® works for better health and a better environment !



By choosing Corporate Social Responsibility, you choose a harmonious combination of the 3 P's: People, Planet and Profit. This helps business activities to contribute to a sustainable society.

This also involves choosing products and services with the lowest possible negative impact on people, the environment and society, in short **approved by nature**.

This is an attitude that goes further than just following the rules and laws. It often results in an organization that is more innovative and efficient, with a pleasant work culture where there is room for respect and dialogue. Such a company or organization can be proud of a positive image, and is respected and trusted by many.



The problem with paint

Paint contains chemical components (binders, solvents, pigments, driers, conservation agents and thinners), some of which are harmful to people and the environment. Among the culprits are VOCs, or volatile organic compounds. These are hydrocarbons that evaporate easily. Once in the atmosphere, they react with sunlight and nitrogen dioxide, which increases the concentration of ozone. For this reason, VOCs are connected to a number of environmental problems, including air pollution and acidification. It is also known that they can have harmful effects on the health of vulnerable groups of people, for example by causing respiratory problems.

People who come into direct contact with paint are at the greatest risk. Brief exposure without adequate ventilation can lead to nausea, headaches, dizziness, etc, but the symptoms disappear shortly afterwards. However, with regular and longer exposure, this can result in permanent irreparable damage to the nervous system and brain functions.

Striving for the best solution for our customers

Under European Directive 2004/42/EC and the resulting national legislation, the maximum proportion of VOCs in grams per litre of ready-to-use paints and varnishes is strictly limited. Aside from a few well-defined exceptions for certain sectors and applications, it has not been permitted to use or sell paints that exceed these established maximum values since the 1st of January 2010.

This involves paints and varnishes for the interiors and exteriors of buildings that are applied by professional painters as well as by private individuals.

Although paint manufacturers have done their best to modify their products, and the levels of VOCs in paints and varnishes have been reduced dramatically, their impact on people and the environment remains considerable. They are only safe for people and the environment with the correct painting technique and high quality paint that contains little or no solvents.

PARACEM DECO NATURE

The best paint for you and for nature



The Paracem Deco Nature range of paints is the best alternative for anyone who is concerned with their own well-being and that of others. These interior wall and ceiling paints are registered with the prestigious **European Ecolabel mark**. The Ecolabel is awarded to products and services that have a lower environmental impact, for example with reduced waste and lower emissions for the air, water and soil.

Furthermore, with their new formula Paracem Deco Nature paints are just as good as conventional interior wall and ceiling paints in terms of ease of use and performance, so the same level of productivity is maintained.

Europe is increasingly requiring countries to use Ecolabel certified paints for applications in public spaces such as hospitals, municipal public buildings, rest homes, day-care centres, etc.

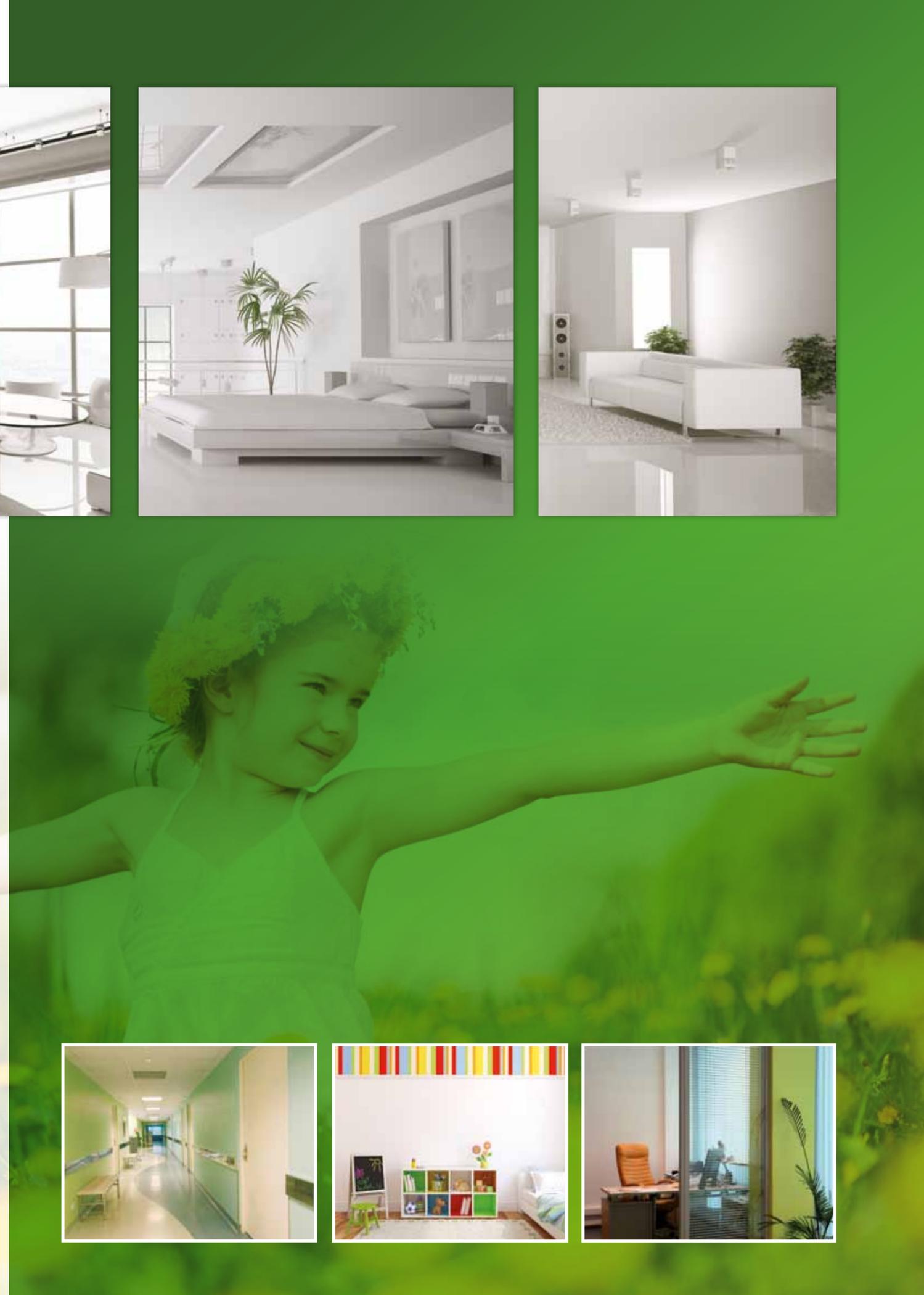
Paint registered with the Ecolabel must meet a number of strict requirements:

- It must be of top quality.
- The paints must meet certain technical specifications such as coverage, wet scrub resistance.
- They must be entirely free of heavy metals and other harmful substances.
- There are limit values for air pollution, reduced sulphur emissions and the amount of waste generated in the production of these paints.



EU Ecolabel : BE/07/002

For more information :
<http://ec.europa.eu/environment/ecolabel>





PARACEM DECO NATURE

For interior walls & ceilings

new formula

The Paracem Deco Nature product range includes an impregnation primer that can be tinted and an extensive selection of wall paints in 3 gloss grades: Matt, Satin and Semi-Matt.

This product range is available in standard white, and any imaginable colour can be made with the 3 basis paints* using the ColourShop paint mixer.

PARACEM DECO NATURE • Matt - Satin & Semi-Matt

- Water-based acrylic paint
- Optimal coverage, usually in 1 coat
- Fast-drying
- Easy to use
- Odourless
- Available in any colour

PARACEM DECO NATURE • Primer

- Impregnation primer for universal application
- Can be tinted with pastel colours



	Paracem Deco Nature Primer	Paracem Deco Nature Matt	Paracem Deco Nature Satin	Paracem Deco Nature Semi-Matt
Description	Description Impregnation primer for universal application	Matt water-based acrylic paint with excellent coverage	Satin gloss water-based acrylic paint with excellent coverage	Semi-gloss water-based acrylic paint with excellent coverage
Formula	Water-based acrylic dispersion	Water-based acrylic dispersion	Water-based acrylic dispersion	Water-based acrylic dispersion
Application	Interior	Interior	Interior	Interior
Appearance	Mat	Mat	Satin	Semi-Mat
Usage	8 to 10m ² /L	8 to 10 m ² /L	10 to 12 m ² /L	7 to 10 m ² /L
VOC content	Max 1 g/L (white)	Max 0,2 g/L (white)	Max 0,5 g/L (white)	Max 0 g/L (white)
Dry to touch	1 hour	1 hour	1 hour	1 hour
Paintable	8 hours	6 hours	8 hours	4 to 8 hours
Colours	White + pastel tones on the ColourShop	White + all colours on ColourShop	White + all colours on ColourShop	White + all colours on ColourShop
Packaging	5L - 10L	5L - 10L	5L - 10L	5L - 10L



* All paint bases are not yet homologated.
By adding colorants the Ecolabel expires.



Eco-nature paints from Mathys®: kind to nature and the environment

The Paracem Deco Nature range of paints is certified by the "econature" label, an internal quality label that Mathys® adheres to in order to supply paint products with very low VOC levels for professional and private end users.

By assigning this label, you can be certain that these products are not harmful to us or to the environment.

In short: **approved by nature.**

For more information :
www.eco-nature.info



Your distributor

RUST-OLEUM MATHYS
best solutions in paints & coatings

An **RPM** Company

Rust-Oleum Netherlands B.V.
Postbus 138
4700 AC Roosendaal
Nederland
T: +31 (0) 165 593 636
F: +31 (0) 165 593 600
info@rust-oleum.eu
www.rust-oleum.eu

Rust-Oleum UK Ltd.
Rotterdam House
116 Quayside - Newcastle
NE1 3DY, United Kingdom
T +44 (0)2476 717 329
info@rust-oleum.eu
www.rust-oleum.eu

Rust-Oleum France S.A.S.
11, rue Jules Verne - B.P. 60039
95322 St-Leu-La-Forêt Cedex
France
T: +33 (0) 130 40 00 44
F: +33 (0) 130 40 99 80
info.fr@ro-m.com
www.ro-m.com

N.V. Martin Mathys S.A.
Kolenbergstraat 23
3545 Zelem
België/Belgique
T: +32 (0) 13 460 200
F: +32 (0) 13 460 201
info.be@ro-m.com
www.ro-m.com