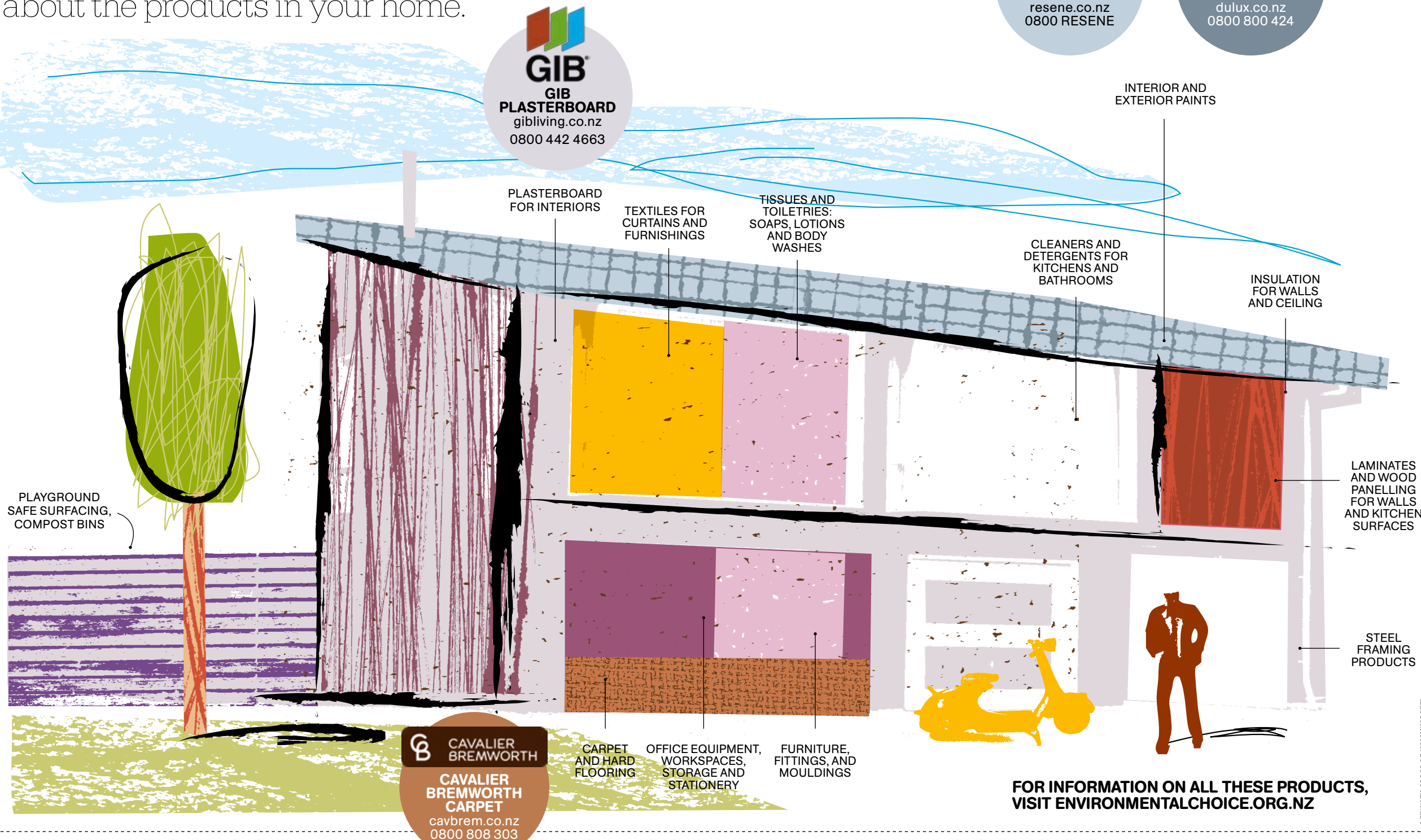


# HOME COMFORTS

Making eco-friendly choices in your home is easier with Environmental Choice New Zealand. This diagram is a guide to the wide range of products that meet the rigorous Environmental Choice standards – allowing you to feel confident and comfortable about the products in your home.



PLAYGROUND SAFE SURFACING, COMPOST BINS

**GIB**  
GIB PLASTERBOARD  
gibliving.co.nz  
0800 442 4663

PLASTERBOARD FOR INTERIORS

TEXTILES FOR CURTAINS AND FURNISHINGS

TISSUES AND TOILETRIES: SOAPS, LOTIONS AND BODY WASHES

CLEANERS AND DETERGENTS FOR KITCHENS AND BATHROOMS

INTERIOR AND EXTERIOR PAINTS

INSULATION FOR WALLS AND CEILING

LAMINATES AND WOOD PANELLING FOR WALLS AND KITCHEN SURFACES

STEEL FRAMING PRODUCTS

**CAVALIER BREMWORTH**  
CAVALIER BREMWORTH CARPET  
cavbrem.co.nz  
0800 808 303

CARPET AND HARD FLOORING

OFFICE EQUIPMENT, WORKSPACES, STORAGE AND STATIONERY

FURNITURE, FITTINGS, AND MOULDINGS

FOR INFORMATION ON ALL THESE PRODUCTS, VISIT ENVIRONMENTALCHOICE.ORG.NZ

**Resene**  
RESENE PAINT  
resene.co.nz  
0800 RESENE

**Dulux**  
DULUX PAINT  
dulux.co.nz  
0800 800 424

## SAFE AS HOUSES

**A healthy family home begins with the right materials. Environmental Choice New Zealand helps you make the best choices.**

Every product you purchase in the home has an environmental impact. Asthma, cancers, headaches, education impairment and health risks through pests are all possible consequences of an unhealthy home. Luckily, there are ways homeowners can avoid this.

Our illustrated eco-home shows how, from the kid's playground surface, through the floor coverings, wall and ceiling insulation, to wallboard and framing mate-

detergents in the laundry cupboard minimise the use of harmful, potentially carcinogenic perfumes, preservatives, or other toxins. Checking for the Environmental Choice planet-and-tick symbol gives you assurance that the product is proven to safely do what it claims – and is less environmentally harmful from the point of manufacture right through to disposal of empty packaging.

Licensed water-based paints (around 78 percent of the New Zealand market) minimise or avoid the risks once posed by toxic solvents. Furniture with the ecolabel has passed tests for volatile components. Even the material your compost bin is made from can be environmentally superior.

**IF YOU ARE CONFUSED BY THE CLUTTER OF CLAIMS, LETTERS AND SYMBOLS THINK OF THE ENVIRONMENTAL CHOICE PLANET-AND-TICK SYMBOL AS AN ISLAND IN THE SEA OF GREENWASH.**

If you are confused by the clutter of claims, letters and symbols that seek to brand products "better for the environment" think of the planet-and-tick symbol of Environmental Choice as an island in the sea of greenwash. If you really want to know the whole environmental story about a licensed product environmentalchoice.org.nz is a unique open-book reference. No other New Zealand certification offers you this level of proof for your home. •

rials and right up to the roof, there are independently proven materials to make your home healthier. There is a choice of over 1500 products proven by Environmental Choice New Zealand to be better for your environment. In bedrooms, living rooms and the home office, from the choice of car cleaners to cocktail napkins, licensed products promote a healthier environment.

For your family's sake, you need to be sure that





## DULUX

**For more than 70 years, Dulux has led the way in developing innovative, high-quality paint products designed specifically to cope with New Zealand's unique conditions.**

Formulated using only the highest-quality materials, Dulux offers an extensive range of products that carry the tick of approval from Environmental Choice, including: Weathershield X10 (a durable, all purpose exterior paint); Wash & Wear (a hard-wearing 100% acrylic interior paint); and Aquanamel (a premium-quality acrylic enamel that's perfect for bathrooms, kitchens and laundries).

When you choose a Dulux product that carries the Environmental Choice label, you can be confident you are purchasing a quality product that complies with the environmental regulatory requirements, comes in packaging that can be recycled, is free of heavy metals, contains low VOC levels, and is manufactured at a facility that has effective waste and energy management practices in place.

Our efforts have earned us major awards including the 2007 Sustainable Business Network's Sustainable Business of the Year Award (Central Region), and a Green

Gold Award at the prestigious 2008 Wellington Gold Awards.

We have worked hard to ensure environmental best practices are carried out at our Gracefield manufacturing site, which was recognised by an ISO 14001 certification for environmental manufacturing standards, which now sits alongside Dulux's ISO 9001 certification for quality.

Dulux is proud to be setting the benchmark in sustainability and building a business that treads lightly on the planet.



**Dulux New Zealand  
150 Hutt Park Road  
Gracefield  
Wellington**

**Phone 0800 800 424  
Fax 0800 801 424  
www.dulux.co.nz**

## CAVALIER BREMWORTH

**Cavalier Bremworth has been designing and making beautiful wool carpet in New Zealand for more than 50 years and is proud to carry Environmental Choice New Zealand accreditation across its entire range.**

Because the company buys the wool directly from New Zealand farmers, the company uses only the best grade of this sustainable resource. Biodegradable detergents are used in the wool scour, the yarn is dyed and spun in their own plants in Napier and Wanganui and the carpet made in their Auckland tufting plant. Cavalier Bremworth wool carpet is low in volatile organic compounds (VOCs), naturally non-allergenic and acts as a natural humidity regulator – absorbing moisture from the air when the atmosphere is damp and releasing it when it is dry. It is an excellent insulator for both noise and heat and can save up to 12 percent on heating bills. Wool carpet is also very flame retardant and easy to clean as its scaly structure resists dirt and repels moisture.

Cavalier Bremworth carpets are high-quality carpets using only the best raw materials, hence the ability to retain their appearance and last longer – and consequently be less wasteful. And while the carpet is long-lasting, the company is



actively trialling projects to divert used carpet away from landfills when it reaches the end of its useful life on your floor. Results from an AgReserach study show that waste wool carpet uplifted from floors and cut into squares provides an excellent weed mat, aiding the retention of soil moisture, boosting plant growth and suppressing weeds. Cavalier Bremworth regularly gifts weed matting to local schools and councils and also supports Housing New Zealand's rural housing programme in Northland and on the East Cape, providing carpet to some of the most economically deprived families who live in sub-standard housing.

In August this year the company became the first in Australasia to gain affiliate member status to Good Corporation in the UK – an independent measure of ethical behaviour.

**Cavalier Bremworth carpet is sold through its network of warranted dealers – check cavbrem.co.nz or 0800 808 303 for a full list.**

## RESENE

**Imagine, if you can, using a vermilion paint coloured by pigments made from a mercury compound to paint your bathroom, or perhaps choosing a green paint containing arsenic to finish the fence painting. Both scenarios are ridiculous to contemplate today, yet were commonplace less than a century ago.**

Resene introduced waterborne paint to New Zealand in the 1950s and removed lead from its decorative paints in the late 1960s. Along with the technical innovation, Resene has always been keenly aware of the need to reduce the risk products may present to customers and the environment, long before it became fashionable. As paint ingredients have become identified as causing concerns for health, Resene has always immediately put into place research to identify safer paint ingredients.

Resene joined the Environmental Choice programme in 1996. Recent attention has focused on the effect of volatile organic compound (VOC) emissions on our environment. 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. Resene's waterborne enamel range has now been extended to include Resene SpaceCote Low Sheen and Resene SpaceCote Flat for interior use on broadwall, wet areas and trim and joinery.

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 with the introduction of Resene non-VOC machine colourants, colours can be tinted without the addition of unwanted VOCs.

The company's concern for the environment extends to Resene PaintWise, a paint and packaging recovery service. In two years this service collected more than 300,000 packs of paint at its shops, regardless of brand, and more than 100,000kg from council depots. The company gives free paint to community groups such as Keep New Zealand Beautiful to cover graffiti.

**resene.co.nz  
0800 RESENE**



*protect  
your family  
their home  
our planet*

BEFORE YOU BUY  
always look for products with the seal of

*environmental choice  
new zealand*

*over 1500 products and services  
independently proven  
better for the environment*

no greenwash  
no convenient truths  
only 3rd-party verified fact

*New Zealand's own  
world-leading ecolabel  
is the only proof you need  
to make a real environmental  
choice for your home*



*the ultimate proof*

**www.environmentalchoice.org.nz**

Proudly operated for the government and people of New Zealand by the New Zealand Ecolabelling Trust  
E: info@enviro-choice.org.nz | P: (09) 845 3330

