

*"If you want to change the world, you must begin from where you are"*  
Roger Budgeon, Founder, Greenshop



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1<sup>st</sup> September 2008

***The Greenshop exhibits its new range of paint colours at 100% Detail, Earls Court, London, and launches Thermil Coat, a new paint that can reduce energy consumption in a room by up to 25 per cent!***

***18<sup>th</sup>-21<sup>st</sup> September 2008, stand no: U63***

This year, the Greenshop will be exhibiting for the first time at 100% Detail as part of the 100% Design exhibition at Earls Court, London, from 18<sup>th</sup>-21<sup>st</sup> September.

The Greenshop has provided sustainable and low-impact products for over 20 years and has been the largest stockist of natural paints in the UK for over 10 years. The range of natural paints and finishes from the Greenshop includes: Auro, Green Paints, Stuart Furby's Lime Earth Paints, Holkham Linseed Paints, Osmo UK, earthBorn, La Tienda and Clearwell Caves.

At 100% Detail, the Greenshop will be showcasing new colours in the Green Paints range. These are interior and exterior paints, with bespoke colour-matching available. They are minimal VOC, non-toxic, water soluble and manufactured exclusively for the Greenshop in Doncaster, UK. Green Paints are based on natural soya bean oil, a sustainable and renewable resource extracted from ethically-grown crops.

The Green Paint range provides a complete paint system that is straightforward to apply and the brushes can be washed with soap and water (even the gloss paints). They give a robust finish and can be used in practically any situation to replace conventional emulsion and gloss paints. They also have the benefit of being very quick-drying. They are available in: micro-porous matt and satin emulsion, gloss and semi-gloss, with metal and wood primers as well as undercoats. For more details, visit:

[http://www.100percentdetail.co.uk/ExhibitorLibrary/978/Paint\\_Cat\\_08sml-1\\_1.pdf](http://www.100percentdetail.co.uk/ExhibitorLibrary/978/Paint_Cat_08sml-1_1.pdf)

Also at the show, the Greenshop will be launching Thermil Coat, a paint that includes Thermilate©, which can reduce energy consumption in a room by up to 25 per cent. This is significant in rooms where no other insulation can be added, ie stone cottages or Victorian buildings that don't have cavity walls. This is an insulating product which contains no VOCs. Come and find out more at the stand.

On Saturday 20<sup>th</sup> September, Bryan Roe, Paint Manager, will be appearing in front of a panel of leading experts and specifiers in the 'Innovation Showcase' at 100% Detail (3.30pm-4.30pm). The theme for Saturday's Innovation Showcase is *2012 – Regeneration and Homebuilding*. How will manufacturers of products relevant to 2012 fare in front of experts and a live audience? The most impressive four companies will go through to a final on Sunday 21<sup>st</sup> September – will the Greenshop make it through?

EDITOR'S NOTE: For more information or product images, contact Jo Moulds at [jo@jomoulds.co.uk](mailto:jo@jomoulds.co.uk), 020 7359 7961 or 07968 801467 or Bryan Roe, Paint Manager, at [bryan@greenshop.co.uk](mailto:bryan@greenshop.co.uk) or 01452 770629.

#### NOTES FOR EDITORS:

- The Greenshop has been pioneering sales of environmental products since 1987, over 20 years of business. Owner/founder Roger Budgeon's philosophy is that environmental thinking should run through every strand of business. The Greenshop only sells products that have a genuine environmental value: Auro Paints has been voted 'Favourite Ethical (DIY) Product' by readers of *Ethical Consumer* magazine and the Greenshop has recently been described in *The Observer Magazine* as: "a stalwart of green retailing"
- The Greenshop Group includes six businesses: The Greenshop ([www.greenshop.co.uk](http://www.greenshop.co.uk)), Rainharvesting Systems Ltd ([www.rainharvesting.co.uk](http://www.rainharvesting.co.uk)), Greenshop Solar Ltd ([www.greenshopsolar.co.uk](http://www.greenshopsolar.co.uk)), Consolar UK ([www.consolar.co.uk](http://www.consolar.co.uk)), Auro UK ([www.auro.co.uk](http://www.auro.co.uk)) and Holbrook Garage ([www.holbrook-garage.co.uk](http://www.holbrook-garage.co.uk)).
- Green Paints, exclusive to the Greenshop, were formulated in 1986 by Alan Beaven, an industrial chemist with over 35 years' experience in the paint industry. Alan's primary aim was to produce a range of paints that were benign to the decorator and to the buildings' occupants. At that time, most of the volume of a typical tin of conventional gloss paint was petroleum solvent. It was not his intention to manufacture a paint that was 'natural' but Alan discovered that the technology was available in Scandinavia to produce alkyd resins (modified vegetable oils) that were based on soya bean oil. It was possible to produce water-based paints using these resins that contained no solvent at all. Alan was also careful to eliminate all other toxic components from his formulation. He has now taken late retirement but the Greenshop is pleased to say that the new manufacturers in Doncaster, South Yorkshire, are producing Green Paint to the same exacting standards and have been improved to be entirely VOC free. Green Paints are coloured with natural mineral and non-harmful synthetic pigments. The Greenshop can match to any Dulux™, B.S. or RAL colour
- The Greenshop won the Gloucestershire Environmental Business Award 2006 and the Gloucestershire Ambassadors' Award 2007
- All the Greenshop Group businesses are now co-located in the Group's new headquarters, a latest technology eco-building that was designed by Architype architects, winner of the 2007 RIBA Sustainability Award. For more details, visit [www.greenshopgroup.co.uk](http://www.greenshopgroup.co.uk).
- To register for the Greenshop newsletter and updates on Green Paints at the Greenshop, email [paint@greenshop.co.uk](mailto:paint@greenshop.co.uk)

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Open from 9am-7pm Monday to Friday, 9am-6pm Saturday and 9.30am-1pm on Sunday

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