



FOR IMMEDIATE RELEASE

PRESS CONTACTS:

Barbara Hodgson, (310) 915-7123
Hodgson Communications

Linda Chipperfield, (202) 872-6400
Green Seal/Vice President, Marketing &
Outreach

YOLO COLORHOUSE LEADS NEW ERA IN ENVIRONMENTAL PAINTS
The first to be certified against Green Seal's update, more stringent standard

Washington, DC — *July 16, 2009* YOLO Colorhouse, the Oregon-based paint manufacturer focused on environmental finishes, has achieved Green Seal-certification for their entire line of interior and exterior latex paint. By adjusting the levels of VOCs allowed in base paint and including criteria for colorants, the new standard ensures that even a heavily tinted paint will still contain minimum VOCs. YOLO Colorhouse paint was previously certified under the GS-11 environmental standard for Paints, but they are now the first to achieve this new leadership level of certification under the recently revised Green Seal GS-11 standard for Paint and Coatings, revised in May of 2008.

The newly certified YOLO Colorhouse paints work harder to protect indoor air quality, contain less hazardous chemicals, reduce VOC (volatile organic compound) levels and expand consumer education. All YOLO Colorhouse coatings are completely free of carcinogens, formaldehyde, phthalates, hazardous air pollutants and ozone depleting compounds.

“YOLO Colorhouse has demonstrated that the challenges posed in the revised standard can be met,” said Dr. Arthur Weissman, president and CEO of Green Seal. “We are proud to put our mark on such innovative and environmentally responsible products.”

Green Seal has been certifying architectural paints since 1993. Certified paints have fewer chemicals and low or no VOCs so they have less impact on the environment and indoor air quality, and they perform as well as, or better than, other conventional paints. The groundbreaking 2008 revision of the standard reflects technological improvements in paint and provides even more information to consumers.

“We’re proud to demonstrate that beautiful, durable finishes and clean air are not mutually exclusive,” said Virginia Young, co-founder of YOLO Colorhouse. “There are more than 1,000 specified chemical compounds found in many paints that are now prohibited by the new GS-11 2008 certification. YOLO Colorhouse’s formula passed this stringent test verifying the purity of our formula.”

The New Leadership Standard for Paint

Green Seal considers the whole life cycle of a product when developing standards. The use and disposal of a product is an important aspect of this cycle and effort has been made to “close the loop” on paint. Under the new standard manufacturers are required to include instructions for buying only what you need so there is less leftover paint. For those times when there may be some remaining, the label should encourage recycling or proper disposal of the unused paint. Leftover latex paint, in many cases, can be recycled and made into a new product.

Measurement of VOCs has historically been an imprecise process. The lower the VOC level, the more difficult it has been to get an accurate measure. The new Green Seal certification incorporates a more direct test method that produces a more accurate reading of VOCs and other toxic chemicals, as the amount is reduced. The new testing process is estimated to be 10 times more effective in measuring exact VOC levels.

Many painters are not aware that they can increase the VOC levels by adding colorants to the base paint. For most paints the darker the tint, the higher the VOC of the final blend. Green Seal’s updated GS-11 is the first paint standard in the US to reduce the VOC levels of colorants. By adjusting the levels of VOCs allowed in base paint and including criteria for colorants, the new standard ensures that even a heavily tinted paint will still contain minimum VOCs.

About YOLO Colorhouse, LLC

Founded in 2005 by professional artists and custom paint designers, Virginia Young and Janie Lowe, YOLO Colorhouse is an expression of their passion for color and concern about the environment. Self-described “color nerds,” Young and Lowe set out to create a cleaner paint that is easy on the earth and people. The privately held company is the first paint company in the United States to introduce poster-size paint sampling, ending the cycle of wasted paint and disposal problems associated with selecting paint. YOLO Colorhouse paint is available in 180 dealers throughout the US and Canada, or online at www.yolocolorhouse.com Follow YOLO Colorhouse on Twitter <http://twitter.com/yolocolorhouse> and YOLO Colorhouse is now on Facebook <http://www.facebook.com/pages/YOLO-Colorhouse/88129628652?ref=mf>

About Green Seal Inc.

Green Seal, a non-profit based in Washington D.C. has been identifying products and services that protect the environment and human health since 1989. Green Seal is the premier independent ecolabel in the U.S. and has certified more than 3300 products and services. Using a transparent-life-cycle assessment based labeling system Green Seal guides consumers and purchasers to make the right choice. For more information and a list of Green Seal certified products and services, visit <http://www.greenseal.org>.

#

Editor’s Note: High resolution product images available upon request.