

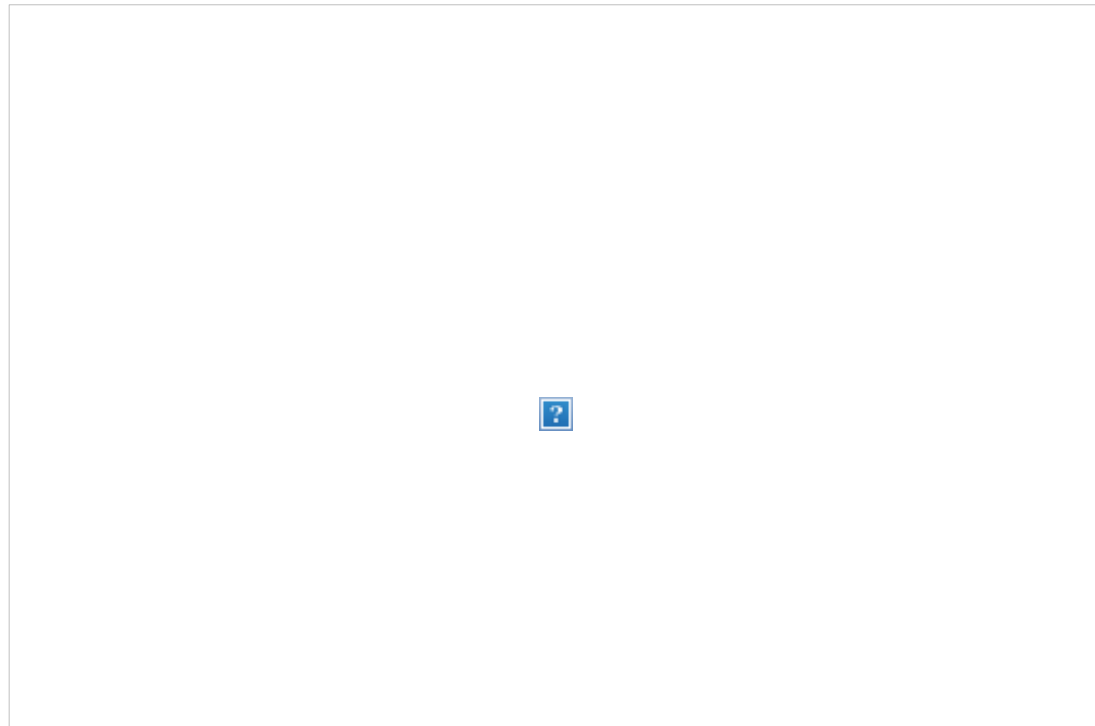


The Blog



Spotting Eco-Friendly Paints admist the Greenwash

Posted on 27. Feb, 2012 by [Maryruth Belsey Priebe](#) in [Articles](#)



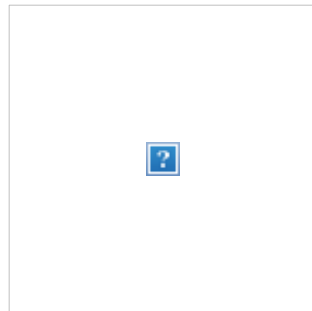
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Your [green house plans](#) should include specifications for how you're going to protect your indoor air quality, and one of the simplest ways to do that is to choose eco-friendly paints that emit few if any volatile organic compounds (VOCs). Here's a quick run-down on some of the more popular green paint logos you'll see at the hardware store so that you can determine which ones are truly green.

Asthma & Allergy Friendly Certified Paints



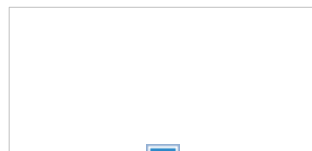
The [Asthma & Allergy Friend](#) certification program puts its stamp of approval on products that are suitable for people with asthma and allergies, such as those without airborne solvents, toxic materials, etc. In addition to paints, the program also covers things like bedding, pillows, toys, vacuums, flooring, and more. Companies certified by this organization must pay \$7,500 or more for testing and logo licensing.

GREENGUARD Environmental Institute

The [GREENGUARD](#) organisation certifies only those products that meet stringent indoor air quality requirements, allowing only trace levels of VOCs from chemicals such as styrene and formaldehyde. As one of the most reputable certification bodies out there, GREENGUARD is a great choice. Companies certified by GREENGUARD must pay \$3,000+ for testing and logo licensing. Benjamin Moore's Green Promise paints meet their standard.



Green Seal Certification



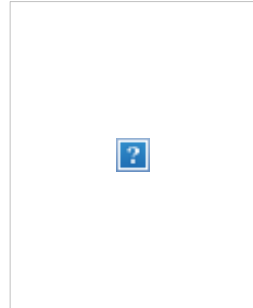
The [Green Seal](#) logo can be found on paints that have very low (or no) VOCs, and are free of certain hazardous substances. This is another very trustworthy organization that certifies a whole range of products for eco-friendly



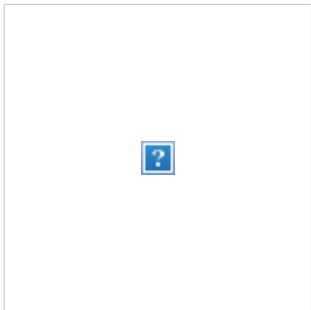
characteristics. For certification, companies are required to pay \$2,500 to \$9,500.

GreenSure by Sherwin-Williams

As a self-regulated green program, Sherwin-Williams' [GreenSure](#) paints are purported to have VOCs of 50 grams per liter or less. They're also said to be free of a list of toxic chemical substances. However, without third-party verification, this one is hard to confirm.



Green Wise via the Coatings Research Group



With testing done by the Coatings Research Group, [Green Wise](#) paints have little to no VOCs and must be certified to be free of certain toxic chemicals. This certification is less adopted in the sector and details about the certification process a little harder to find.

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