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PRESS RELEASE

**NOVACOLOR LAUNCHES THE CHALLENGE: COLORS TO REGENERATE THE
WORLD,
BETWEEN DESIGN AND SUSTAINABILITY**

Thanks to a strong partnership with the German BASF, the Italian company launches on the market three products characterized by high sustainability

The scarcity of the planet's resources determines new strategies in industrial production, in which the word **sustainability** plays an increasingly important role. Novacolor has chosen to work with "new generation" materials and, as always to anticipate trends, continually researching new solutions with an extreme focus on ecology and on green approach. With the products **Africa, Puro and Patina Minerale** Novacolor meets the challenges of ecology and sustainability, redesigning the production chain thanks to an agreement with the largest and most famous chemical company in the world: BASF. The two companies share the vocation to quality, the natural inclination to research and innovation, and the attention to major issues such as social responsibility and environmental protection.

Through the approach based on the Mass Balance system, signed by the German company, Novacolor offers its customers more sustainable paints while maintaining the same quality standards as ever. The goal of Mass Balance system is to reduce the emissions of CO₂, with the drastic reduction of fossil resources, in favor of renewable resources coming in particular from the exploitation of biomass. Biomasses have a biological origin: they are generally waste of agricultural activities, which can be modified through various processes, to obtain fuels or directly electric and thermal energy. It is therefore a real revolution in the world of paints which will change not only the habits of consumers, but also the entire market by offering everyone an extra chance to contribute in a real and tangible path leading to the safeguard of the world and the welfare of its inhabitants .

Africa is a finish for interior decoration based on gentle metallic effects, creating a changeable and pleasant play of light and reflected colors. Africa allows to obtain velvety color solutions and visual and tactile sensations making the rooms surprisingly comfortable and in line with current interior decoration trends. In 2017 Novacolor presented five **new colors** with polymer dispersion based on renewable sources: **100% of fossil resources replaced with natural raw materials (biomass) basing on Biomass Balance approach.**

Puro_Titanium & Voc Free silicate paint, is one of the new products signed by Novacolor color consultants ; it is an opaque mineral water-based paint for interiors, based on potassium polysilicate, which is odorless and free from volatile organic compounds (VOC) and Formaldehyde.

For over 35 years Novacolor has been the Italian brand dedicated to interior decoration, active in over 60 countries and is the national and international reference point for architects and color designers. Novacolor has always been attentive to issues related to ecology and environmental protection. His research and development department are committed to the study of new solutions that can on the one hand guarantee the maximum functionality of the product and on the other hand respect for nature and care for design with lines that rediscover the material and its colors.

Like Africa, **Puro_titanium & VOC Free** represents the expression of Novacolor's current commitment to the "**Green Approach**". The purpose of Puro_Titanium & Voc Free is to reduce the "carbon footprint", indicating in CO2 equivalent the total of greenhouse gas emissions directly or indirectly associated with a product, an organization or a service. This is possible thanks to the use of a special organic binder derived from biomass, measured by the "mass balance approach" process.

Puro_titanium & VOC Free contains an innovative mix of mineral fillers allowing to reach the covering of a water-based paint without using Titanium dioxide. Its formulation makes it suitable for application on any type of masonry support and synthetic paints. High breathability and alkaline nature help to preserve surfaces from mold formation.

Another important step forward was also made in the glaze- color wash segment, with the new **Patina Minerale** product, the mineral color wash based on silicates for indoor and outdoor glazing, realized substituting 100% fossil resources with renewable ones deriving from the innovative biomass balance approach process. The chromatic effect recalls the ancient patinas, typical of mineral systems, with the possibility of obtaining tones and shades of color depending on the technique used and the colors applied. An important solution that allows the sustainable character of a product like CalceCruda to remain unaltered.

For over 35 years Novacolor has been the Italian brand representing elegance, creativity and courage in innovating the decorative effects paint sector. It is no coincidence that Forlì's color boutique is the reference point for architects, color designers and decorators in over 60 countries around the world.

A world in which for Novacolor architecture plays a priority role, not only as an instrument of beauty, but also as a bearer of progress for man, of **harmony and respect for the environment** and, consequently, of **health and wellbeing** for individuals .

The company vision, in fact, marries a **new humanism** in which progress and technique are at the service of a conscious and natural way of understanding, creating and living spaces: high quality materials and craftsmanship in their application blend to create with sartorial skills environments that reflect the personality of those who live there.

Novacolor's commitment to create green products also makes these spaces healthy and safe. Thanks to the continuous work of **Research and Development department** and constant dialogue with the professionals who have chosen Novacolor, the company has made in recent years an important and conscious effort **to eliminate or drastically reduce the use of toxic substances and toxic solvents**, starting from the study and "design" phase of new materials. The **tests** carried out at each stage of production, the care in processing, and the company organization, subject to precise protocols, guarantee a Certified Quality according to UNI EN ISO 9001: 2008.

The company produces and distributes innovative products with **low VOCs** (volatile organic compounds) worldwide, while the Group that Novacolor belongs to, is constantly involved in the **LCA (Life Cycle Assessment) analysis**, that examines the entire life cycle

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of the product and its impact on the environment. Targeted investments in development, research and technology, detailed analyzes, courageous choices and business solidity have made it possible to give to the decorative finishing market a major contribution.

In November 2017 Assovernici, the Italian association of paint manufacturers, has developed the "**Colore Sicuro**" project, which is represented by a logo synonymous of safety. In fact, it indicates to consumers that they are about to buy a completely safe product, the result of the commitment of companies adhering to produce impeccable paints under all points of view and controlled at every stage, from formulation to selling out to the market. Novacolor has enthusiastically joined this project.

At the beginning of 2018 Novacolor signed an agreement with BASF and increased the number of **products from the tested and certified green soul**, in addition to Africa and Puro we also remember:

CalceCruda and CalceCruda Intonachino

Contemporary surfaces made with traditional techniques thanks to a versatile and **hypoallergenic** material, composed of clay and natural aggregates left to dry in the air, mixed by Novacolor to obtain the best chromatic, tactile and functional quality. CalceCruda is in fact able to significantly **reduce the concentration of formaldehyde possibly present in the ambient air**. The effectiveness of this "eating-formaldehyde" property is tested according to the specific ISO 16000-23 standard.

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