

# Sustainable paints are the new norm

The Next-Gen biobased paints of the future  
available to professionals today

**BIO**series



• paint • passion • people

**Ralston**  
COLOUR & COATINGS

## Next Generation Biobased wall paints, developed to the highest standard

In 2012 Van Wijhe Verf, makers of Ralston, introduced the first generation of sustainable interior wallpaints based on innovative, sustainable biobased technology. Innovation is in our DNA. Thanks to ongoing development of sustainable binding agent technology Van Wijhe Verf is now able to launch its Next Generation biobased paints.



## Binding agent technology produced from waste flows of second generation vegetable biomass

The Big Win for the environment is the extraction of value from second generation biomass waste flows. Clear oil is obtained from the residual biomass of olives and sunflower. Blending the most desirable properties in the various oils is the basis of our innovative paint technology. A technology that is now producing a 96%-renewable binding agent that claims no arable land for food growing. Second generation biomass is procured from organic materials grown in Europe.

## A sustainable role in a bigger picture

Our vision, ethics and innovative outlook are based on key principles:

- No child labour in the production/growing of base material.
- Fair trade policy.
- Enlarging of agricultural land without losing existing nature/forests.

## Sustainability is in our DNA

We are proud to be the world's first chemical industry awarded with a B Corporation Certificate. The certification requires us to meet stringent criteria in the area of corporate responsibility and deliver outstanding performances in the area of environmental impact, transparency and corporate governance.



Biobased paint naturally deserves a sustainable container (100% reusable)

- ✓ Vegetable based
- ✓ VOC free
- ✓ Respects our planet



## Next-Gen Biobased paints: a leap into the future

For professionals, there will never be a better time to opt for Biobased paint. Offering unmatched quality Biobased paints responds to a growing market for sustainable practice and product.

Go to [www.ralstoncolour.com](http://www.ralstoncolour.com) for application details and specific product information.

Part of Royal Van Wijhe Verf

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