

# relax and renew



Relax and enjoy a flat finish on ceilings with Environmental Choice approved **Resene EarthSense Ceiling Paint**.

Formulated with a special renewable extender pigment, providing at least 20% by volume of renewable raw materials in the final paint film, it's a new evolution of paint designed with the environment in mind.

Available in white and colours off white from Resene. See Data Sheet D316 for technical information.



Resene. Licensed  
products since 1996

## Resene

the paint the professionals use

1800 738 383  
[www.resene.com.au](http://www.resene.com.au)

0800 RESENE (737 363)  
[www.resene.co.nz](http://www.resene.co.nz)

## What is a Renewable Raw Material?

A Renewable Raw Material (RRM) is a raw material obtained from a renewable natural resource. A natural resource qualifies as renewable if it is replenished by natural processes with a growth rate comparable to or faster than its rate of consumption by humans. Information on the raw material constituents is obtained from our raw material suppliers.

The RRM content of a final product is based on form of delivery – that is product as it is sold. Paint is sold on a volume basis and applied at a specified volume (spreading rate) on surfaces. For these reasons we calculate the amount of RRM in Resene products by volume taking into account the low levels of solvents, if they are present, but excluding any water. In the case of partly renewable materials, the percentage of the renewable part is used for calculation purposes. The actual calculation used is:

$$\text{vol\% RRM} = \frac{\sum_i (\text{vol RRM}_i) (\text{vol\% RRM}_i)}{(\text{dry film volume} + \text{solvent volume})}$$

Water is generally considered a perpetual and renewable resource, primarily because it is renewed constantly by many natural processes. We do not include it in our calculations because the rate at which it is consumed can compete effectively with the rate it is renewed or recycled by nature.

Including water, the renewable raw material level in **Resene Earthsense Ceiling Paint** is greater than 65% volume based on the in-can volume of product rather than the dry film.



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### In Australia

Call 1800 738 383,  
visit [www.resene.com.au](http://www.resene.com.au)  
or email [advice@resene.com.au](mailto:advice@resene.com.au)

### In New Zealand

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