

ecohome
IMPROVEMENT

Paint Bar

We invite you to the Paint Bar.
Browse color books, have a
cup of tea, create your home.

Be Inspired.

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WHAT IS THE PAINT BARSM?

A SERVICE: The Paint Bar features a state-of-the-art color matching system which greatly expands your colors choices. You can choose colors from 30+ popular color decks using zero VOC paint and zero VOC tints. This means that you can replicate the colors of the major brands into a product that is better for you and the environment. Brands that we match include Benjamin Moore, Kelly Moore, Pratt & Lambert and more. Please see Page 6 for full list.

A PLACE: At our Paint Bar, you have place to sit, have a cup of tea, browse color decks, books and magazines, and spend time looking for just the right color.

A STRUCTURE: The Paint BarTM has a long history. The redwood is reclaimed from a late 19th century local water tank and the Vetrazzo countertop is made from 100% recycled glass. You may have even had a drink from it!



UNIQUE: The Paint Bar, conceived in Berkeley, is a concept and a service that is unique both among the green building stores and conventional home improvement stores alike.



WHY ECOHOME PAINTS?

There are a number of important differences between Ecohome Improvement's paint selection and the major brand's version of a low VOC paint. Here are just some of the differences:

1. We offer paints that are **zero VOC**. Yes, zero, zip, nada.
2. We offer paints that are **Green Seal approved**. About a dozen paints to-date have received Green Seal approval and Ecohome Improvement carries 3 of these brands! To obtain certification, a paint must meet the following criteria:
 - VOC content of less than 50g/L
 - Meet strict performance criteria of abrasion resistance, hiding power, and washability.
 - Must **not contain** any of the following ingredients:

methylene chloride	isophorone
1,1,1-trichloroethane	antimony
toluene (methylbenzene)	cadmium
ethylbenzene	hexavalent chromium
vinyl chloride	lead
naphthalene	mercury
1,2-dichlorobenzene	formaldehyde
di (2-ethylhexyl) phthalate	methyl ethyl ketone
butyl benzyl phthalate	methyl isobutyl ketone
di-n-butyl phthalate	acrolein
di-n-octyl phthalate	acrylonitrile
diethyl phthalate	

3. Unlike conventional tinting systems, we use **VOC- and APE-free tints**. This allows us to mix even the boldest accent colors without adding these chemicals to the paint.
4. The brands that we carry are manufactured by small to medium sized paint companies who only produce eco products. This is their commitment and their core competency.

BRANDS WE CARRY

Interior Latex Paint

YOLO Colorhouse:

1. Zero VOC & Green Seal approved.
2. Available in gallons & 5-gallons (*no quarts*).
3. Sheens: flat, satin, or semi-gloss. **No** Color matching.

American Pride:

1. Zero VOC & Green Seal approved.
2. Available in quarts, gallons & 5-gallons.
3. Sheens: flat, eggshell, or semi-gloss. **Color matching**.

AFM Safecoat:

1. Zero & Low VOC (SCS Indoor Advantage certification)
2. Available in quarts, gallons & 5-gallons.
3. Sheens: flat, eggshell, or semi-gloss. **Color matching**.

Exterior Latex Paint

AFM Safecoat Exterior:

1. Low VOC.
2. Available in quarts & gallons.
3. Satin sheen. **Color matching**.

Horizon Exterior Satin:

1. Low VOC & Green Seal approved.
2. Available in gallons & 5-gallons.
3. >1000 colors available, color replication by special order.
4. Satin sheen. **Flat & Semi-gloss by special order**.

Ecohome Improvement's Paint Bar brings you premium zero VOC & Green Seal approved paint, color matching, and Inspiration.

COLOR MATCHING

Color Deck Match Cost: Free

Select a color from one of the color collections listed on the next page and have it mixed using American Pride or AFM Safecoat paints).

Custom Match Cost: \$5 per match

Bring us a color chip or swatch for formulation & tinting into American Pride or Safecoat Paints. We use the best color matching system currently available which achieves a 95% or better accuracy.

All Paint Sales Are Final



Consider these products to help you get the job done right

High quality paint
brushes and rollers

Paint trays
Drop cloths
Ecohome stir stick

T.S.P. substitute
Caulking compound
Sanding sponge

COLOR DECKS WE MATCH

1. ACE
2. AFM Safecoat
3. American Tradition
4. Behr Premium Plus
5. Benjamin Moore Classic
6. Benjamin Moore Color
7. Cabot OVT
8. Color Guild Historic
9. DIB Color Gallery
10. Disney
11. Dutch Boy 2000
12. Glidden Color
13. Glidden Master Palette
14. ICI Master Palette
15. Kelly Moore
16. Kelly Moore Color Xperience
17. Kilz Casual Colors
18. Martha Stewart
19. Martin Senour
20. Millennium
21. Nickelodeon
22. PPG Voice of Color
23. Pratt & Lambert IV
24. P&L Never Compromise
25. Prism Collection
26. Prism Core Colors
27. Ralph Lauren
28. Rodda 2000
29. Sherwin Williams
30. TV Color Made Simple

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COLOR SELECTION TIPS

Are you having difficulties finding just the right colors? We have a number of excellent resources for you to use at the Paint Bar. Check out [The Complete Color Harmony](#) (Sutton & Whelan), [The Color Scheme Bible](#) (Starmer), and more! **Here are some tips from designers:**

1. Use the Yolo Colorhouse Design Kit. On the backside of each color sheet are recommendations for complementary color combinations.
2. Don't just think match, think relationships, intensity, and value. Color is all about relationships. Think about how your new color relates to all the other elements in the room: furniture, wood tones, flooring, light exposure, fabrics, rugs and art. It's the interplay of all these elements together that needs to be harmonious with your paint.
3. Choosing a palette of related shades for the whole house creates a sense of ease.
4. Use a matte finish on the walls and the same color but in eggshell for the woodwork. A room using one color in different sheens has a surprisingly dramatic impact.
5. If you want to establish a serene mood, use a trim of a subdued color, not a bright white.
6. Try chocolate brown, navy blue or dark green to make a small space feel more important and even intimate.



8. Color can change the shape of a room. Painting an end wall a strong shade can widen a narrow room or shorten a long one.

9. Thread color through the house. The green walls in one room, for instance, can be picked up in adjoining rooms by a painting, pillow or lamp.

INTERIOR PAINTING TIPS



1. Move Stuff. Move all the furniture to the center of the room or take it out altogether. Then cover the furniture with a drop cloth to protect it from dust and paint. Cover up things that can't be moved. Also, remove all electrical switch plates.



2. Clean walls. Remove dust, dirt, and grease spots (which can ruin a smooth finish) with water, cleaner, and a cellulose sponge. Rinse walls with clean water. **We recommend T.S.P. substitute or AFM Super Clean.**



3. Fill cracks & holes. Carefully look over the surfaces for cracks, holes and other surface imperfections that you want to fill and smooth out. **We recommend Safecoat Caulking & sponge sander.**



4. Tape the trim and window and door frames. Remove tape immediately after painting, before the wall dries, so you don't peel off any paint with it. **We recommend blue painters tape.**



5. Prime the walls. It's a common myth that walls that have been painted many times don't need to be primed. In fact, primer helps maximize the sheen and coverage of paint and gives the finish coat a more uniform appearance. **Please talk to an associate to learn more.**



6. Use the W technique to paint walls. Start in the corner of a wall and roll on a three-by-three-foot W pattern, then fill it in without lifting the roller. Continue in sections until you're finished. **We recommend a wooden handle roller.**



7. Paint the trim last. When the walls are completely dry, tape where the trim meets the wall. Paint the moldings and the door and window frames with a two-inch angled brush. **We recommend Purdy brushes, made in Oregon from local alder wood.**



Final Tip: Invest in top quality brushes and rollers. They will apply the paint more evenly, make the job more effortless, and will last you a lifetime.

FAQs

What is a VOC? VOCs (volatile organic compounds) are chemicals that turn into a breathable gas at room temperature, that is, they are the fumes that you inhale while and after you paint. Some benefits of using a zero VOC paint:

Health: Reduced toxins benefit everyone.

Little or No Fumes: Low odor during application; no odor once cured. No off-gassing. Painted areas can be occupied sooner.

Effective: Low-VOC products perform well in terms of coverage, scrubability and hideability (covering flaws on previous coats).

Environment: Reduces landfill and groundwater contamination.

Water-Based: Easy cleanup with soap and warm water.

What is Green Seal approval? Green Seal is an independent non-profit organization that certifies products which **reduce** toxic pollution & waste, **conserve** resources & habitats, and **minimize** global warming & ozone depletion. Visit www.greenseal.org for more information.

Does the addition of tints increase the amount of VOCs in the paint? We invested in a VOC- and APE-free tinting system, so we can mix for you the boldest accent colors without adding these harmful chemicals. Conventional paints (yes, even the “healthy” lines) add VOCs and APEs as they tint.

What is an APE? APE (Alkyl Phenol Ethoxylates) are persistent environmental toxins which are banned or heavily regulated in most of Europe and can lead to cancer and other serious health issues. They are found in most conventional tints.

Which sheen is the right one for my project? All our paints come in flat, satin/eggshell, and semi-gloss. The general rule of thumb is:

Flat – Living areas, low-traffic bedrooms and ceilings.

Satin/Eggshell – Kitchens, hallways, bathrooms & childrens' rooms

Semi-Gloss – Bathrooms, kitchens, cabinets and trim.

Do I need a primer? A primer helps maximize the sheen and coverage of paint and gives the finish coat a more uniform appearance. Specially formulated primers are available for different surfaces. We will assist you in selecting the right primer for your project.