



A Deeper Shade of Green THE FRESHAIRE CHOICE IS A REVOLUTION IN PAINT

PREMIUM QUALITY FRESHAIRE CHOICE™ PAINT PROVIDES NO VOCs

FIRST EVER AND ONLY TINTED PAINT TO CONTAIN NO VOCs

When it comes to paint there are varying levels of “green.” Manufacturers that claim no- or low-VOC [volatile organic compounds] paint may not be telling you everything you need to know. For example: even if you started with a low-VOC paint (50g/L or less in the base), applying color to the base adds, on average, 150g of VOCs back into the paint. To be a true “no-VOC” paint, the VOCs must be removed from the base and the colorant.

Freshaire Choice's great achievement is being the first and only paint ever to contain no VOCs in the base OR the colorant. In fact, The Freshaire Choice is certified by GREENGUARD Environmental Institute (GEI) – one of the most stringent independent test laboratories in the United States – with regard to Indoor Air Quality and Children & SchoolsSM.

When we say no VOCs, we mean it. Just smell the difference.

PREMIUM QUALITY PAINT and PEACE OF MIND

You don't have to give up premium quality to make the no-VOC choice. For the first time ever, you can have a no-VOC formulation and rich, premium color that goes on smoothly, covers flawlessly and dries quickly.

Tested by third party independent facility, Marshall Labs, The Freshaire Choice is proven to be long lasting and durable; with regards to washing and stain resistance, Freshaire Choice outperforms no-VOC competitors, and is as high quality as other premium low-VOC brands.

The Freshaire Choice is backed by a **lifetime warranty** on performance and appearance.

For details, please visit www.thefreshairechoicepaint.com/pressroom

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