

Benjamin Moore's "Green" Aura™

With the launch of Aura, Benjamin Moore has created the first new technology platform for paint since the introduction of latex in the 1950s-and has elevated its longstanding legacy of environmental stewardship to a new level. After all, Aura meets the country's most stringent VOC regulations of 50 grams per liter with its waterborne colorant system, while delivering the ultimate in performance.

Conventional paint colorants contain volatile organic compounds (VOCs)*. Before Aura, even paint considered eco-friendly was often infused with significant levels of VOCs once colorants were added. Thanks to its revolutionary formulation, Aura's VOC level is remarkably low - just 50 grams per liter, while federal regulations allow for up to 250 grams for flat and 380 grams for non-flat paint.

Furthermore, tinting the paint with Benjamin Moore's breakthrough waterborne colorants adds no additional VOCs.

Presently, colorants added by retailers are not regulated by the Environmental Protection Agency (EPA), California's



South Coast Air Quality Management District, or any other legislative body. With Aura, Benjamin Moore once again has exceeded current and foreseeable regulatory requirements, while enhancing both quality and performance.

Benjamin Moore & Co. has been a longstanding steward of the environment beginning with its formulations and manufacturing practices. Attached is a timeline detailing some of the company's most notable "green" milestones.

* chemicals that evaporate readily into the atmosphere, contributing to the formation of ozone the principal component of smog, that increase the VOC of paint when they are added to deliver color.

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Good for You and the Environment: Wood floors over radiant heat reduce carbon footprint

Radiant heat is one of the latest Green building trends to gain popularity with eco-conscious consumers. Radiant heat offers an alternative to traditional forced air heating. The heating source is installed under flooring, transferring heat directly from the floor to the individual - a more-efficient means of maintaining a comfy room temperature. It also reduces heat loss when doors are opened and cold air enters.

Eco-conscious consumers can reduce their carbon footprint even further by installing radiant heat under wood floors. Because wood floors are sustainable and renewable, they increase the benefits of radiant heat. Generally speaking, engineered flooring works well with radiant heat since its cross-ply construction makes it very dimensionally stable and less prone to moisture or heat fluctuations.

Wood species that work well with radiant heat include American cherry, American walnut and teak. Darker woods will

show gaps and cracks less than lighter woods, but other species that work well include antique heart pine, ash, bamboo, Brazilian walnut, bubinga, Douglas fir, iroko, kempas, padauk, purpleheart, red oak, Santos mahogany and sapele. Quartersawn and riftsawn woods also work well because their expansion moves up and down rather than side to side, which provides additional stability. Smaller-width boards generally will perform better too, since wider planks are more prone to moisture and heat fluctuations.

Want to know more about the eco-benefits of wood floors? Visit the National Wood Flooring Association's website at www.nwfa.org. The NWFA is a not-for-profit trade organization of more than 4,200 wood flooring professional working worldwide to educate consumers, architects, designers and builders in the uses and benefits of wood flooring.