

## The GREEN Movement

Choosing paint that's right for you, and for the environment

### 2009 Colour Trends

If there is one colour we simply can't get enough of in 2009, it's gotta be GREEN!! That's right, not just an eco-friendly idea, but top paint companies like ICI Dulux, and Benjamin Moore, agree that green is the new beige. Green is a very serene and calming colour, and reminds us of natural elements and what our environment has to offer us.



One thing I cannot stress enough in decorating is that neutral does not have to mean builders beige. I am often caught reciting this to my clients. Don't get me wrong, there are some wonderful neutrals in the taupe/beige family, but neutral does not have mean dull, lack-lustre, and boring. Feel free to add a touch of colour to your neutral.

In Home Staging especially, you will hear various ideas about the best way to show your home in order to maximize your profits. Decluttering and depersonalising are two that are undoubtedly and consistently true in every home. Depersonalising refers to taking down the family photos and knick-knack souvenirs from family vacations in an effort to allow potential buyers to envision themselves in your home. You're essentially selling a product. Often this also can mean covering up the brightly painted walls as well. While you may want to live in a rainbow of colours, as I mentioned you are selling a product, and therefore it's often a good idea to tone down the colours in your home to something more neutral. That being said, it's unlikely that potential buyers will want to live in builder's beige. Feel free to explore colours outside the beige family, provided it is a nice soft hue, such as a lemon yellow, or a light olive green.



### What makes a paint an environmentally friendly "green" paint?



Paint has been given a bad rap for years, due to the fumes and chemicals that are put into the air from it, otherwise referred to as VOCs (Volatile Organic Chemicals). So how do you know if you're choosing a green product? While many paint manufacturers claim to be green, very few actually are. Part of the inaccuracy of their claims stems from the vast number of certification organizations with a variety of standards. According to TerraChoice, an environmental marketing company that manages the EcoLogo program, organizations that can be trusted include EcoLogo, the Forest Stewardship Council (FSC), Green-e and Greenguard. If you're unsure about a paint, look for the certification from one of these companies. Look for natural paints, or at the very least, zero to low VOC paints. The standards are continually evolving, and new methods are continually introduced for creating an environmentally friendly paint that will adhere easily, and is durable enough to stand the test of time. If you're still unsure, ask your local paint professionals.