

Simply Greener Paint

fresh is simply better™



Green isn't just about what's in the pail

- Low or no VOC is just a small part of the green story in architectural coatings
- Our process reduces waste in every step of the product life cycle
- This attention to waste makes the life cycle of our coatings greener
- The wide range of product quality levels further enhances the benefits
- A more effective & efficient way to market = a “greener” paint



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 microblend®

The APM System: The core of our story

Our innovative system for dispensing paint in a very small footprint is as easy to operate as a banking ATM and can produce as much as 1,000 gallons per day in any color, any sheen and in 5 different sizes. The tanks can be located up to 200 feet away from the APM® for the optimum in efficiency and minimal use of retail selling space.



COMPONENTS

- Not Paint
- Raw Liquid Combinations
- Bulk Shipping Reduces Waste
- Bulk Storage Reduces Space & Waste



APM® SYSTEM

- Determines Formulation
- Delivers Components to Pail
- Adds Colorant
- Shaker Creates Mix Action



FRESH PAINT

- Consistency Reduces Waste
- More Sizes Reduces Waste
- Better Coverage Reduces Waste
- Recyclable/Reusable Pails

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Green paint: The whole story

Mining of Solids



- Fewer minerals used
- Less resources consumed
- Less waste
- Less environmental damage

Raw Resin Manufacturing



- Fewer resins used
- Less resources consumed
- Less waste
- Less environmental damage

Paint Manufacturing



- Fewer SKU's - 6 vs. 1000's
- Less manufacturing waste
- Less energy consumed
- Less environmental damage

Manufacturing Storage



- Fewer SKU's - 6 vs. 1000's
- More direct ship to stores
- Less waste from damage
- Less energy consumed

Landfill Issues



- 17% of paint goes here today
- Less upstream waste
- Recyclable buckets & liners
- More sizes = Less paint waste

Home Storage/Use



- Sizes to fit jobs = Less waste
- Don't have to over buy
- Less waste & disposal hassles
- Free up garage space

Retail Storage/Display



- Fewer SKU's - 6 vs. 1000's
- Less space - 200sf vs. 2,000
- Less waste from damage
- Less energy consumed

Retail Support Storage



- Fewer SKU's - 6 vs. 1000's
- More direct ship to stores
- Less waste from damage
- Less energy consumed

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Green aspects of the raw materials

Reducing waste in the mining/processing of solids

- **Only one TiO₂ is used – the best DuPont Ti-Pure**
 - ◆ Two manufacturing methods and 16 grades on the market
 - ◆ Typical manufacturer uses 3 to 12 grades for managing costs
- **Fewer, better solids used**
 - ◆ Typical manufacturer uses over 20 “extenders” vs. our 10
- **Reduce waste in the mining/creation of solids**
 - ◆ Mining/processing – fewer items required
 - ◆ Packaging – higher usage promotes bulk packaging
 - ◆ Transportation – more efficient & less cycles
 - ◆ Storage & distribution chain
 - ◆ Consumption process for manufacturing
 - ◆ Post consumption – waste in consumer refuse
- **No Compromise**
 - ◆ Others manage cost structures “in the can” - creating waste
 - ◆ MicroBlend manages supply chain costs to manage cost structures
 - ✓ Using highest grade ingredients allows more quality levels



Green aspects of resin manufacture

Reducing waste in the manufacture of resins

- **Only 3 resins are used in creating components**
 - ◆ Traditional manufacturers use different resins for every base = 100's
 - ◆ Typical manufacturers use many resin types and qualities = low cost
- **Resins are the “glue” and second largest ingredient expense**
 - ◆ Traditional manufacturers manage quality and quantity of this ingredient
 - ◆ MicroBlend uses only high quality resins for expanding quality levels
 - ◆ Resins are the APM delivery medium, thus typically more is used
- **Reduce waste in resin manufacture**
 - ◆ Refining – fewer resins with higher relative usage, no “specialty” resins
 - ◆ Packaging – fewer items, higher usage promotes bulk packaging
 - ◆ Transportation – more efficient & less cycles due to fewer items
 - ◆ Storage & distribution chain costs reduced
 - ◆ Post consumption – waste in consumer refuse – sizes to fit the job
- **No Compromise**
 - ◆ Others use resins customized to a cost requirement - creating waste
 - ◆ MicroBlend manages total supply chain costs



Green aspects of paint dispensing

Reducing waste in paint manufacture

- Six SKU's vs. 100's reduces production line waste
- Fewer raw materials used to create more end user items
- More efficient use of materials – greater relative volume
- Lower cost for storage of fewer raw materials
- Less loss from line changeover – items & sizes
- Less total energy usage
- Bulk packaging of components reduces:
 - ◆ Labor at every step and per gallon
 - ◆ Filling losses in production
 - ◆ Transportation and storage costs before and in distribution
 - ◆ Storage energy cost in every step of the life cycle
- **No Compromise**
 - ◆ By shifting the blending of paint to the point of demand, the APM® System instantly reacts to end user demand, thus eliminating all the ingrained inefficiency, waste and duplication required in the traditional paint model.
 - ◆ Eliminating cost of waste & inefficiency = better consumer value



Green aspects of distribution & packaging

Reducing waste in the distribution/packaging stream

- Less energy to ship and store bulk totes vs. finished product
- Reduced containers in the storage & distribution stream
- Bulk packaging reduces energy costs of storage & distribution
- Reusable and/or recyclable cardboard packaging
- No Obsolescence waste from Old or Discontinued products
- Five gallon bucket liners create reusable end user containers
- Reusable/recyclable pails once product is applied
- Less energy used to store product in every location
- Various size end user containers reduces material waste
- Nested containers require less space
 - ◆ Less energy for storage space
 - ◆ Less space throughout the distribution, travel and at retail
 - ◆ Actual HDPE plastic consumed directly matches end user needs



Green aspects of transportation

Reducing waste in the transportation stream

- **Lower fuel cost/use per gallon shipped**
 - ◆ From raw materials to application on a structure
- **Reduced energy costs for handling**
 - ◆ From raw materials to application on a structure
- **Reduced energy for space required**
 - ◆ From manufacture to retail, less space = less energy consumption



Green aspects of storage

Reducing waste in the storage chain

- Reduced storage losses on fewer items
- Reduced production plant storage space
- Reduced distribution center storage
- Reduced waste from Obsolescence of Items
- Reduced waste from “out of date” spoilage
- Reduced shipping space per gallon
- Reduced retail sales floor inventory space
- Overall reduced energy usage



Green aspects of consumption

Reducing waste in consumption

- **Sizes to fit the job – Buy what you need at the time**
 - ◆ Five sizes offered - buy only what you need
 - ◆ Adding sizes requires minimal incremental space for nested pails
- **Consistency and accuracy reduces waste – no need to overbuy**
 - ◆ Consistency of components = better touch up performance time to time
 - ◆ Accuracy of dispense = better color, pail to pail, time to time
- **More sizes = fewer net pails required, less waste**
- **High resin content = great yield per gallon**
- **Customer ALWAYS gets a full gallon in the pail**
 - Traditional Manufacturers “short fill” gallon cans “anticipating” color
 - Over 20% of all paint sold is white – little if any colorant used
 - The APM makes a FULL gallon each time – white or tinted
 - ◆ This equates to 3 containers saved per 100 units sold



Green aspects of post consumption

Reducing waste in post sale consumption

- Lower paint waste going into the waste stream from miss tints
- Lower waste from unused excessive purchases (17% of total)
- Bucket liners create reusable containers
- Cleanable, reusable containers
- Recyclable HPDE plastic
- Fewer containers in the post use waste stream
 - ◆ Two gallon and 3.5 gallon containers – typical rooms
 - ✓ Versus 2 or 3 ones, versus a larger 5 gallon container
 - ◆ No product obsolescence like can products
 - ◆ No “scratch and dented” cans that cannot be sold
- Full Gallon = greater coverage = fewer containers used



Simply Greener. Simply Better.

For the environment it is more than simply “what is in the can”

- Sustainability and carbon footprint reduction are inherent in the supply chain
- All MicroBlend paints are low odor & low VOC (<50 g/l)
- MicroBlend is the only paint system that reduces waste in...
 - ◆ Raw Materials/Stocks
 - ◆ Manufacturing
 - ◆ Packaging
 - ◆ Transportation
 - ◆ Storage
 - ◆ Consumption
 - ◆ Post-consumption



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