



l'art des peintures professionnelles

## **Air Quality : a proactive process in product innovation, beyond the local regulatory requirements in the countries where Cromology operates**



Cromology constantly strives to **minimise VOC emissions through its innovations** that go beyond the regulatory requirements in the countries where it is active, while also offering the best possible quality and performance.

In 2015, **new products meeting the requirements of even the most demanding labels** in terms of VOC content<sup>(1)</sup> (Ecolabel, TÜV) or VOC emissions<sup>(2)</sup> (A+, TÜV) accounted for **almost one half (47.8%) of sales of products less than three years old**. In France, for example, Tollens and Zolpan launched products with the German TÜV label, which demands a VOC content of less than 1 g/l for interior paints, which is 30 times lower than the content imposed by European regulations and 10 times lower than the content required by the European Ecolabel.

*(1) VOC content (expressed in g/l of paint) is the quantity of volatile organic compounds found in the formulation of the paint.*

*(2) VOC emissions (expressed in  $\mu\text{g}/\text{m}^3$  of air) is the quantity of volatile organic compounds emitted into the air indoors, once the paint has been applied and is dry.*