

We paint stuff... and we're really good at it!

Painter's Preview



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Going Green?

Contact us for any
Richmond painting
inquiries you have!

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A Few Eco-Friendly Paints:

- Benjamin Moore EcoSpec
- Benjamin Moore Natura
- Sherwin Williams Harmony

Who does not enjoy the smell of a newly painted house? It signifies an impressionable freshness comparable to the “new-car scent.” It may be worthwhile, however, to question where this smell originates. Though regulated by the EPA, the petroleum-based volatile organic compounds (VOCs) present within most paints dissipate into the air and create that new-paint odor.

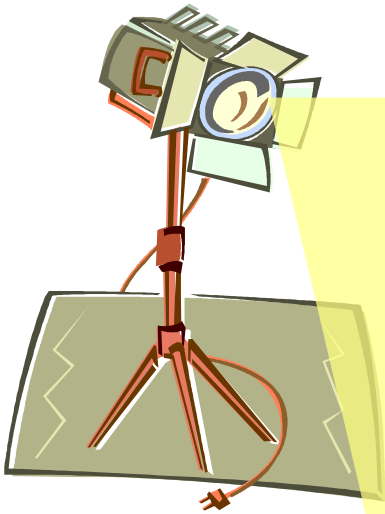
Unfortunately, the EPA does not classify many of the harmful chemicals in paint as VOCs, so your newly painted walls could be offering a cocktail of chemicals for your breathing pleasure. Many homeowners are turning towards more natural or even completely organic paints for this and various other reasons.

In today's increasingly environmentally conscious world, many homeowners are searching for ways not only to improve their own personal health but that of our world as well. Did you know that VOCs contribute to smog and greenhouse

gases? Furthermore, *petroleum* based VOCs are unsustainable for both the environment and energy efficiency.

Those interested in using “green” paint have many options available to them. It should be noted that there is a distinction between **low VOC** paints and **non VOC** paints. Some include casein milk paints and paints without any synthetic material at all. Many paints even use plant derived components such as soy and sunflower oils! Regardless of the paint you decide to use, make sure to always keep the rooms being painted well ventilated.

Another factor to consider is that often synthetic and high VOC paints seem dull due to the sheer amount of processing they have undergone, whereas the low/non VOC paints can provide a more complex and lush color. Keeping this and the environment in mind, why wouldn't everyone use these superior paints?



Kelly Brown Interiors: Remodeling for the Environment and for You

Have you made the decision to paint or remodel your home? The next step is to decide which company is right to do the job. If you are interested in eco-friendly options, several companies operate in and out of Richmond. Kelly Brown Interiors, however, provides a unique, elegant look that surpasses the "norm" of steely modern style.

Kelly Brown began her venture into interior design at the Design Institute of San Diego and started her career at a well-known model home company. She then went on to work with a notable designer in West Hollywood, CA.

Kelly moved to Richmond in 2008 and is excited to be working on many new projects. Certainly much will be gained from her artistic sensibility and obvious talent!

What influenced you to focus on sustainable design?

K: As a recent California transplant, I have seen firsthand where building and design trends are headed. Right now, 'Eco-friendly' and 'health-friendly' are at the top of everyone's agenda on the west coast. Ultimately, I believe this is not a current trend but a lifestyle choice that will only benefit you, your community and of course,

the world at large.

Would you say that prices are competitive for sustainable painting?

K: Absolutely - and the more we educate people on the benefits of no or low-voc paints, the consumer demand will increase. With that, pressure will be put on the manufacturers to produce more of this type of paint and less of the toxic stuff still filling the shelves at home improvement stores. Typically, the price difference between the two types of paints is just a few dollars. I always ask my clients, "What are you willing to pay for you and your family's health?"

How do you get people interested?

K: I think the best way to get people interested and excited about green design is to show them firsthand what kind of green, innovative products are on the market and then educate them on the 'how' and 'why' it would benefit them. It's always a pleasure seeing my client's eyes light up when they realize "green" doesn't always mean "boring" or even "limiting"! I think Richmond still has much to learn, but the exciting thing is, I am encountering many people who want to learn and be proactively 'green' in their homes and surrounding community. ❖



Poinsettia themed bathroom remodeled by Kelly Brown



Resources:

http://www.eartheasy.com/live_nontoxic_paints.htm
<http://www.sherwin-williams.com/pro/green/>

For further information, please visit the website:
<http://www.kellybrowninteriors.com/index1.php>