



**FOR IMPROVED  
INDOOR AIR  
QUALITY**



The bio-based wall paint that purifies indoor air.



PAINT TO BE PROUD OF

# FOR IMPROVED INDOOR AIR QUALITY



Did you know that indoor air can be up to 10 times more contaminated than outdoor air? And that we are spending more time indoors? As buildings become better insulated and 'air-tight' to improve energy efficiencies, the quality of indoor air is likely to degrade. That's why we have developed Johnstone's Air Pure, the bio-based flat matt wall and ceiling paint that purifies indoor air.



On average we spend 90% of our time indoors <sup>[1]</sup>.



Indoor air can be up to 10 times more polluted than outdoor air <sup>[1]</sup>. Formaldehyde is a major contributing factor.



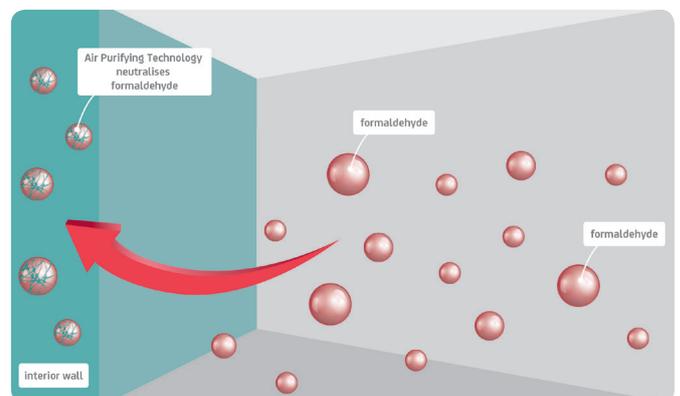
Johnstone's Air Purifying Technology helps to improve indoor air quality.

## A new generation of paint that purifies indoor air

Johnstone's Air Pure is an innovative bio-based flat matt wall and ceiling paint, which helps to improve indoor air quality.

From the first day of application, Johnstone's Air Pure neutralises up to 70% of formaldehyde from indoor spaces<sup>[2]</sup> – instantly creating better indoor environments for building occupants. Formulated with a bio-based binder and packaged in 100% recycled containers, Johnstone's Air Pure is the ultimate eco-friendly solution; accredited by independent third party certification.

## Johnstone's Air Pure neutralises harmful formaldehyde from indoor air



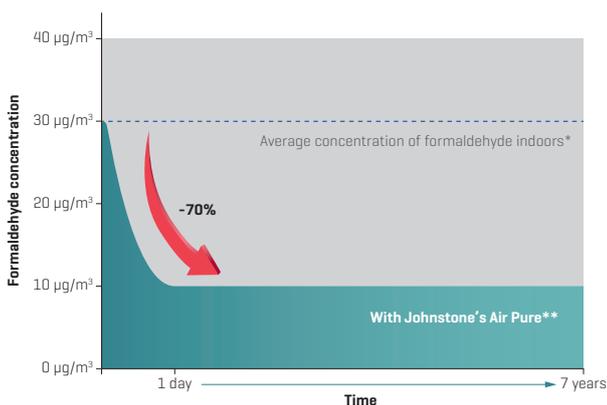
In high concentrations, formaldehyde is one of the most harmful volatile organic compounds in indoor air. Johnstone's Air Purifying Technology filters the formaldehyde molecules out of the indoor air and neutralises them.

# THE BIO-BASED, FLAT MATT WALL PAINT THAT PURIFIES INDOOR AIR.

## Johnstone's Air Pure reduces up to 70% formaldehyde from day one

High concentration levels of formaldehyde is one of the most harmful substances in indoor air. This invisible gas gives off a powerful, unpleasant and irritating odour. Formaldehyde emissions are released from materials such as furniture, carpets, interior fabrics, glue and chipboard; generally found in new build and recently refurbished projects. This type of contamination of the indoor air we breathe can foster the feeling of ill health, often described as the Sick Building Syndrome.

Accredited by Eurofins Scientific <sup>[2]</sup> (a leading international provider of analytical services), Johnstone's Air Pure is proven to improve indoor air with immediate effect and maintain it over time <sup>[3]</sup>.



\* According to research the average concentration of formaldehyde in an indoor space in Europe is between 25 and 30 µg/m<sup>3</sup>. Source: World Health Organisation (WHO), Guidelines for indoor air quality, 2010.

\*\* Go to [johnstonestrade.com](http://johnstonestrade.com) for further details.

## JOHNSTONE'S AIR PURE

- Purifies up to 70% of formaldehyde from indoor air<sup>[2]</sup>
- Formulated using 45% bio-based raw materials<sup>[4]</sup>
- Independent test certificates (formaldehyde reduction, bio-based formulation)
- Verified BRE Environmental Product Declaration calculated using EN15804
- Available as a BIM object in the National BIM Library
- Listed in NBS Building and NBS Create

## Johnstone's Air Pure uses an innovative bio-based binder



At Johnstone's we recognise the importance of reducing our dependence on fossil-based raw materials. Bio-based products are increasingly important to the construction industry as they contribute to a circular economy and a sustainable world. Without compromising on high quality and performance, Johnstone's Air Pure is formulated using 45% renewable materials (certified by BETA Analytic in accordance with ASTM D6866). In addition, the packaging is 100% recycled material making Johnstone's Air Pure our most sustainable wall paint ever.

## Johnstone's Air Pure Product information and use

**Description:** A high quality, water based wall and ceiling paint made from 45% bio-based raw materials. Its active Air Purifying Technology improves indoor air quality.

### Intended use:

Painting interior surfaces such as concrete, render, plasterboard, brick and painting over existing paint layers (if not loose or flaking) and textured plaster.

**Coverage:** 11m<sup>2</sup>/litre

### Application conditions:

- Create the perfect finish:  
Brush, roller or spray
- Application temperature:  
Between 5°C and 30°C
- Relative humidity:  
Maximum 85%

### Colours:

Available to tint. For colour inspiration, request a Johnstone's Voice of Colour fan deck.

For more information visit  
[www.johnstonestrade.com](http://www.johnstonestrade.com)

At Johnstone's, we provide more than just paint. We are proud to offer a wide range of support services be it technical specification or colour consultation.



**PPG Extra:** Our customisable services have been created to support you through your project – from beginning to end.

## Contact

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