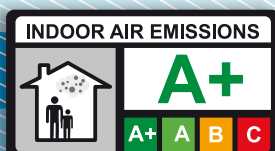




# Take deep breaths

## paint with **formafree**

Healthier indoor living



smart coating  
Healthier  
indoor  
living



BREATHE FREELY



COUNTERACT  
FORMALDEHYDE



PAINT AND PROTECT  
YOUR HOUSE FROM TOXIC POLLUTANT

What's in  
indoor air?



Microorganisms  
Bacteria, mould,  
yeasts, mites and viruses

VOC

Volatile Organic Compounds (VOC's)  
Paints, glues and varnishes,  
wood preservatives,  
cleaning supplies,  
office equipment, furniture



Airborne particles  
Diesel exhaust, black carbon,  
dust, smoke, fiber, plant material,  
hair, pollen



Household odor and gases  
Cooking odors, pet smells,  
cigarette smoke, chemicals,  
sink or drain smells

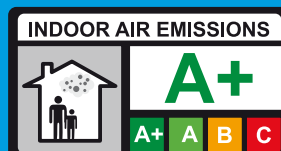
## Indoor Air Quality (IAQ)

Indoor Air Quality (IAQ) refers to air quality within and around buildings, more specifically as it is correlated to the health and comfort of a building's residents.

Indoor Air Quality is particularly interesting, given that individuals spend over 90% of their time indoors.

Today, also due to building constructions, it is highly likely that indoor air quality might be much worse compared to outdoor air quality.

Thus, we now may find indoors an abundance of chemical compounds and particles, which significantly reduce air quality.





## SICK BUILDING SYNDROME (SBS)

Sick Building Syndrome (SBS) is a medical condition which makes a building's residents to either suffer from disease symptoms or to feel bad for no obvious reason.

Symptoms tend to increase as individuals spend time within the building and to improve over time or even disappear when individuals move away from the building.

Symptoms such as the following are increasingly observed:

eye, nose and  
throat irritation **1**

headache **2**

fatigue **3**

dizziness **4**

nausea **5**

These symptoms seem to correlate to the time we spend within a building, though no specific disease or cause may be detected. Bad indoor air quality is the root cause of this phenomenon.

Sources of compounds that cause the syndrome might be both internal and external.

### Internal sources:

materials emitting  
volatile organic compounds,  
such as cleaning supplies

**VOC**

materials emitting  
chemical compounds,  
such as carpets, wood furniture,  
cigarette smoke, curtains, and so on



### External sources:

**Diesel exhaust**





# Basic Indoor Air Pollutants

Basic indoor air chemical pollutants are volatile organic compounds - VOCs – and formaldehyde

# 1

Volatile organic compounds or VOCs are organic compounds that present high vapor pressure in usual room temperature. High pressure of their vapors, causes a large amount of compound molecules to evaporate, thus enabling it to enter surrounding air. Certain VOCs are hazardous to human health or harm the natural environment. Hazardous VOCs usually are not highly toxic, but they have complex, long-term health complications.

# 2

. Methanal or formaldehyde is an organic chemical compound; its molecular formula is  $\text{CH}_2\text{O}$ . It is a colorless flammable gas, with a characteristic strong, irritating odour. Formaldehyde is an extremely toxic chemical compound, which mainly affects the eyes, the nose and the throat. In concentrations higher than 0.1 ppm in the air it may irritate the eyes or cause headaches, a sore throat and breathing difficulties.

Cigarette  
smoke

1

Radiators  
Fireplaces

2

Wooden  
Floors

3

Wooden  
Ceilings

4

Computers

5

MDF  
LAMINATE

6

Doors

7

Wall  
Paints

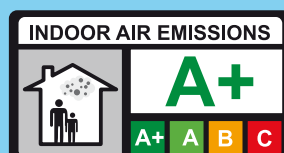
8

Furniture

9

Storage  
spaces

10





# ● Basic application spaces ●



Residencies  
Apartments – Houses

1

Food and  
beverage spaces  
Health Regulated Establishments

4

Hotels

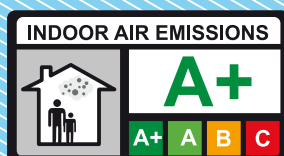
2

Educational Institutions

5

Working spaces

3



## smart coating

### Healthier indoor living



BREATHE FREELY



COUNTERACT  
FORMALDEHYDE



PAINT AND PROTECT  
YOUR HOUSE FROM TOXIC POLLUTANT

FormaFree is the most developed and functional paint in Greek paint industry. It is a high-quality paint with functional characteristics. Certified by the leading European laboratory Eurofins which specializes in the area of indoor air quality. It was classified into A+ category, that is the highest category for paints. An A+ classification translates into zero emissions of volatile organic compounds VOCs, while it has also extremely low to zero emissions of hazardous chemical compounds. These 2 characteristics make it an extremely odourless and harmless coating. Also due to these 2 highly important qualities, we improve indoor air quality, thus significantly reducing stakes for sick building syndrome to occur and its subsequent consequences. Formafree is also a functional coating. It remains effective for several years to come.

# formafree

healthier indoor living

1

High  
Quality

2

Functional  
Characteristics

3

Completely odourless

4

Counteracts  
Formaldehyde constantly

5

Easy to apply,  
it spreads excellently

6

Extreme  
Covering

7

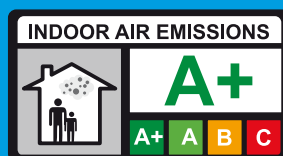
Great  
Efficiency

8

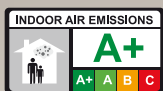
Remarkable resistance  
to washing— Class 1

9

Ideal for use  
In indoor walls







A+  
0gr/lt VOC



Environmental Certification  
10gr/lt VOC

Water-based eco-friendly coatings  
30gr/lt VOC

INNOVATION – CERTIFICATION (ICON EUROFINS)

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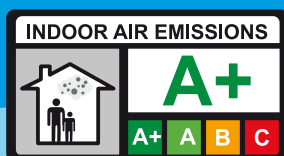


Functional coatings also serve other than decorative purposes. Thus, in the case of Formafree, the material's surface is functional, with the ability to constantly counteract formaldehyde in the room. High counteracting percentages reach almost 70%. This practically means that product use helps to a 70% reduction of formaldehyde in a room.

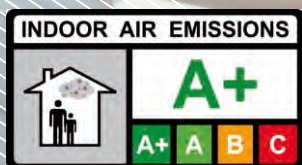
This special characteristic which makes the product innovative has tested by Eurofins laboratory under an ISO 16000–23: 2009

Besides all these innovative and excellent qualities, Formafree is also a high-quality paint. It is odourless, it spreads excellently, with an extremely good covering quality, extremely high results and particularly resistant to washing – Classification 1.

It is available in white and may be dyed as per Berling's Colour Studio system in countless combinations without compromising the product's functional characteristics.



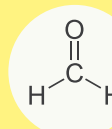




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