

# THE ENVIRONMENTALLY RESPONSIBLE PAINT COMPANY

# YOLO

## colorhouse®

*Created by artists  
with nature in mind.*

### FREQUENTLY ASKED QUESTIONS

#### Where can I buy YOLO Colorhouse® paint?

Inside gallons and samples on HomeDepot.com. All other products can be purchased through our retailers - visit [yolocolorhouse.com](http://yolocolorhouse.com)'s "retail" section.

#### What is the cost for shipping paint?

One gallon of paint typically costs approximately \$10 to ship, and varies based on location.

#### What sheens does YOLO Colorhouse have?

Inside: Flat, Eggshell, and Semi-gloss (Semi-gloss is only available in light colors)

Outside: Velvet Flat and Satin.

Primer: YOLO Colorhouse also has both Inside primer and Outside primer for a complete zero VOC system.

#### Which sheen should I use where?

Inside Flat: Wipeable, high hiding matte finish. Ideal for uneven surfaces maximizing color on ceilings and wall surfaces. Not recommended for high traffic areas.

Inside Eggshell: Excellent durability, stain resistance, and moisture resistance. Recommended for all wall and room types including kitchen and baths. Ideal for high traffic areas.

Inside Semi-gloss: Ideal for trim and smooth walls susceptible to fingerprints. Only available in light colors.

Outside Velvet Flat: Recommended sheen for house body. This product is formulated for use on previously painted wood, cured and primed or previously painted masonry such as concrete or stucco, site-primed hardboard siding, or previously painted or primed metal. Not recommended for new cedar or redwood. Superior color retention and durability.

Outside Satin: Ideal sheen for house trim and accents. This product is ideal to use on previously painted wood, cured and primed masonry such as concrete or stucco, site-primed hardboard siding, or previously painted or primed metal. Not recommended for new cedar or redwood. Superior color retention and durability.

#### Do you have a primer?

Yes, and for a complete zero VOC system, and to ensure the best results, use a YOLO Colorhouse primer before painting. YOLO Colorhouse Inside primer is recommended when transitioning from a darker color to a lighter color, or when painting new wallboard and raw wood.

YOLO Colorhouse Outside Primer is recommended for unpainted exterior siding, non-bleeding woods, and cured masonry. Dull and prime woodwork previously painted in oil with YOLO Colorhouse Primer – allow 24 hours to cure before painting.

#### Where can I get a palette? OR How can I see the colors?

If you want to view an entire palette, purchasing a fan deck is the best option. If you are a professional and would like to request design tools, visit [yolocolorhouse.com/pros](http://yolocolorhouse.com/pros). The online palettes are only a representation of the colors. Since colors vary from monitor to monitor, the best way to view the color is with our paint samples. Big Chip: If you want to see what the color is really going to look like in your space, the big chip is ideal. You can move the large swatch around the room so you can see what the color looks like in different light, or in different spaces.

#### What makes your paint environmentally-friendly?

YOLO Colorhouse has Green Seal® certification GS - 11, 2008, which includes a list of 1000+ restricted chemicals that cannot be in our paint. For a complete list, click here.

YOLO Colorhouse is proud of what is not in our paint:

- No carcinogens
- No reproductive toxins
- No mutagens
- No hazardous air pollutants
- No ozone depleting compounds
- No formaldehyde
- No phthalates
- No VOCs

Besides being a zero VOC paint with none of the bad stuff, YOLO Colorhouse looks beyond what is in the can:

- 100% recycled plastic containers
- 100% post-consumer waste labels with soy based inks
- Bio-diesel and rail shipping to reduce embodied energy
- Poster-size sampling system reduces quart can waste
- Displays made from renewable and recyclable materials

To learn more about the YOLO Colorhouse sustainability commitment, visit [yolocolorhouse.com/about/sustainability-commitment](http://yolocolorhouse.com/about/sustainability-commitment).

#### What is a VOC? Why are they bad?

VOC is short for volatile organic compound. In plain terms, these are chemical liquids that evaporate at room temperature. Examples of these include solvents used in low VOC or traditional paints (such as ethylene and propylene glycols, paint thinner/turpentine). The EPA (Environmental Protection Agency) has identified paints to be a major contributor to VOCs inside our homes and in the environment. VOCs contribute to poor indoor air quality, have measurable negative effect on human health, and VOCs contribute to smog/air pollution. See link below to EPA website on VOCs.

#### Are zero VOC and low VOC paints the same?

No! Technically, the term "zero VOC" paint applies to paints that have < 5 g/L of VOC. The term "low VOC" paint has been applied to paints having a wide range of VOCs from 50 g/L to as much as 250 g/L.

#### What makes YOLO Colorhouse different from other low or zero VOC paints?

YOLO Colorhouse only sells zero VOC paint, we do not sell any products that are low VOC or any traditional water based paints with VOCs. We are committed to human health and environmental health. YOLO Colorhouse was founded to find a healthier paint with excellent performance and durability. YOLO Colorhouse is also committed to sustainability beyond what's in the paint can. Click here to find out more about our sustainability commitment.

#### Why choose a zero VOC paint?

It's better for people and the environment! If everyone in the United States used zero VOC paint instead of a 'low VOC' or traditional paints, we would eliminate between 150 million to 1 billion pounds of chemical solvent from being released into the atmosphere. According to the US Environmental Protection Agency (EPA), VOC concentrations are consistently higher indoors (up to ten times higher). Paint is a significant contributor to indoor air quality because walls and ceilings are roughly 70% of your interiors surface. For more information on indoor air quality go to [www.epa.gov/iaq](http://www.epa.gov/iaq)

#### Why were VOCs added to paints in the first place? Why aren't VOCs in YOLO Colorhouse paint?

Traditional resins/binders (the stuff that sticks to the wall and binds the pigment) required chemical solvents to form a film as the paint dried. YOLO Colorhouse is utilizing state of the art technology that does not require chemical solvents in the paint formulating process. The only solvent that we have in our paint is water. YOLO Colorhouse worked with environmental experts and academics to perfect our formula to have a low impact on human health and the environment.

#### What is LEED? Does YOLO Colorhouse paint qualify for LEED Green Building points?

LEED is short for Leadership in Energy and Environmental Design. LEED is a rating system developed by the US Green Building Council system that measures how 'green' a building/remodel/new construction is. For more specific information on LEED go to [www.usgbc.org/leed/](http://www.usgbc.org/leed/)

Below is the break-down for LEED points awarded for the use of GS-11 paint under LEED version 3.0:

LEED for New Construction 2009 - v3.0

- (1 point) IEQ Credit 4.2: Low-Emitting Materials—Paints and Coatings
- Architectural Paints Green Seal Standard GS-11, Paints, 1st Edition, May 20, 1993

LEED for Existing Building Operations & Management 2009 -v3.0

- (1 point) MR Credit 3: Sustainable Purchasing—Facility Alterations and Additions Green Seal's Standard GS-11 requirements

LEED for Commercial Interiors 2009 -v3.0

- (1 point) IEQ Credit 4.2: Low-Emitting Materials—Paints and Coatings
- Architectural Paints Green Seal Standard GS-11, Paints, 1st Edition, May 20, 1993

LEED for Core and Shell 2009 -v3.0

- (1 point) IEQ Credit 4.2: Low-Emitting Materials—Paints and Coatings
- Architectural Paints Green Seal Standard GS-11, Paints, 1st Edition, May 20, 1993

LEED for Homes 2009 -v 3.0

- (1/2 point) MR 2 Credit - Environmentally Preferable Products
- Architectural Paints Green Seal Standard GS-11, Paints, 1st Edition, May 20, 1993

YOLO Colorhouse is Green Seal certified, which automatically qualifies it for LEED rating points.

#### Why do you put mildewcide in YOLO Colorhouse paint?

Mold and mildew contribute to poor indoor air quality, as well as deteriorating paint color and performance. Essential in exterior paint and preferred in interior paint, our mildewcide has been designated by the FDA and is generally recognized as safe. As a reference, this material is also used as an active ingredient in dandruff shampoo.

#### What is the process for choosing ingredients for the YOLO Colorhouse product line?

We apply the principles of green chemistry in choosing new formulating ingredients. We also use the precautionary principle: some chemicals are not yet regulated, but there is sufficient evidence in the literature to suggest toxicity. Canada recently employed this principle in eliminating plastic water bottles containing BPA.

#### Does YOLO Colorhouse paint work for chemically sensitive people?

All chemical sensitivities are uniquely individual, while YOLO Colorhouse has had success with chemically sensitive people, we recommend having your paint dealer open a can of paint and smelling the paint to see if you are sensitive. The paint does contain a low odor when wet.

#### What is Green Seal®?

Green Seal is an independent non-profit setting standards for environmentally responsible products. Green Seal certification is based on VOC content, the absence of 1000+ chemical compounds ([www.greenseal.org](http://www.greenseal.org)), performance and manufacturing practices. Green Seal certification automatically qualifies YOLO Colorhouse for LEED certified projects. YOLO Colorhouse was the first paint company to be certified for GS 11 2008, a much more stringent criteria and specification than GS 11 1993.

#### Why did YOLO Colorhouse choose to be certified by Green Seal?

Green Seal is the only US Ecolabel recognized by global ecolabeling network – like Europe's Blue Angel. Europe has some of the strictest environmental standards. For more info, go to [www.globalecolabeling.net](http://www.globalecolabeling.net).

GS 11, 1993 is recognized by US Green Building Council as the standard for LEED points.

Green Seal is the most comprehensive certification with standards that address full life cycle.

#### What are some of the requirements for the new strict GS 11 2008?

- Performance testing:
- Adhesion
- Flow and leveling
- Hiding power
- Corrosive resistance
- Scrubability
- Washability
- Fade resistance
- Accelerated weathering
- Flexibility
- Solar reflectance
- VOC count
- 20% recovered material content and no phthalates in packaging
- No carcinogens
- No reproductive toxins
- No mutagens
- No hazardous air pollutants
- No ozone depleting compounds

#### Is YOLO Colorhouse non-toxic paint?

We do not refer to YOLO Colorhouse as non-toxic. According to Consumer Reports Greenchoices the non-toxic label is not meaningful for three reasons:

1. There are no government or official standards for this term.
2. There is no independent organization behind this label.
3. The producer or manufacturer decides whether to use the claim and is not free from its own self-interest.

For more information from Consumer Report Greenchoices go to [www.greenerchoices.org/eco-labels/](http://www.greenerchoices.org/eco-labels/)

#### Is YOLO Colorhouse a natural paint?

YOLO Colorhouse is not a natural paint. It is latex based paint with zero VOCs.

#### Is YOLO Colorhouse tested on animals/animal ingredients?

No, absolutely not.

#### What ingredients are in YOLO Colorhouse?

The primary ingredients in YOLO Colorhouse paint are: water, acrylic polymer, titanium dioxide kaolin clay, amorphous silica, and limestone (ingredients vary from base to base).

We like to talk about what is NOT in our paint:

- No carcinogens
- No reproductive toxins
- No mutagens
- No hazardous air pollutants
- No ozone depleting compounds
- No formaldehyde
- No phthalates
- No VOCs

#### How do I store or dispose of my leftover paint?

Check [www.earth911.org](http://www.earth911.org) for recycling and disposal information in your area.

#### Does YOLO Colorhouse seal in VOCs?

No, YOLO Colorhouse is designed to be a breathable surface, it is not designed to seal in VOCs. A healthy wall is a wall that air flows through.

#### Is YOLO Colorhouse primer a stain-blocking primer?

YOLO Colorhouse primer is not recommended as a stain blocking primer or as a metal primer.

#### I am pregnant – can I paint?

YOLO Colorhouse recommends consulting with your doctor about painting when you are pregnant.

#### Can I paint with YOLO Colorhouse on the following surfaces: drywall, wood, concrete, furniture, concrete, floors, and metal?

Use YOLO Colorhouse primer for new drywall (wallboard), new wood, concrete (cured masonry), plaster and spackled areas. For new wallboard, thoroughly vacuum fine dust from walls. YOLO Colorhouse is not designed to paint furniture or floors. Use a metal primer for priming new metal surfaces. YOLO Colorhouse primer is not designed for priming metal.

#### Does the color add VOCs?

All paint purchased through HomeDepot.com is tinted with zero VOC colorant. Most of our dealers use our recommended zero VOC colorants, but some of our retailers use more traditional colorants. On our website we have indicated dealers using zero VOC colorants by placing a green dot next their store name in our retail section.