

interior designer

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BRITAIN'S OLDEST MAGAZINE FOR PROFESSIONAL INTERIOR DESIGNERS

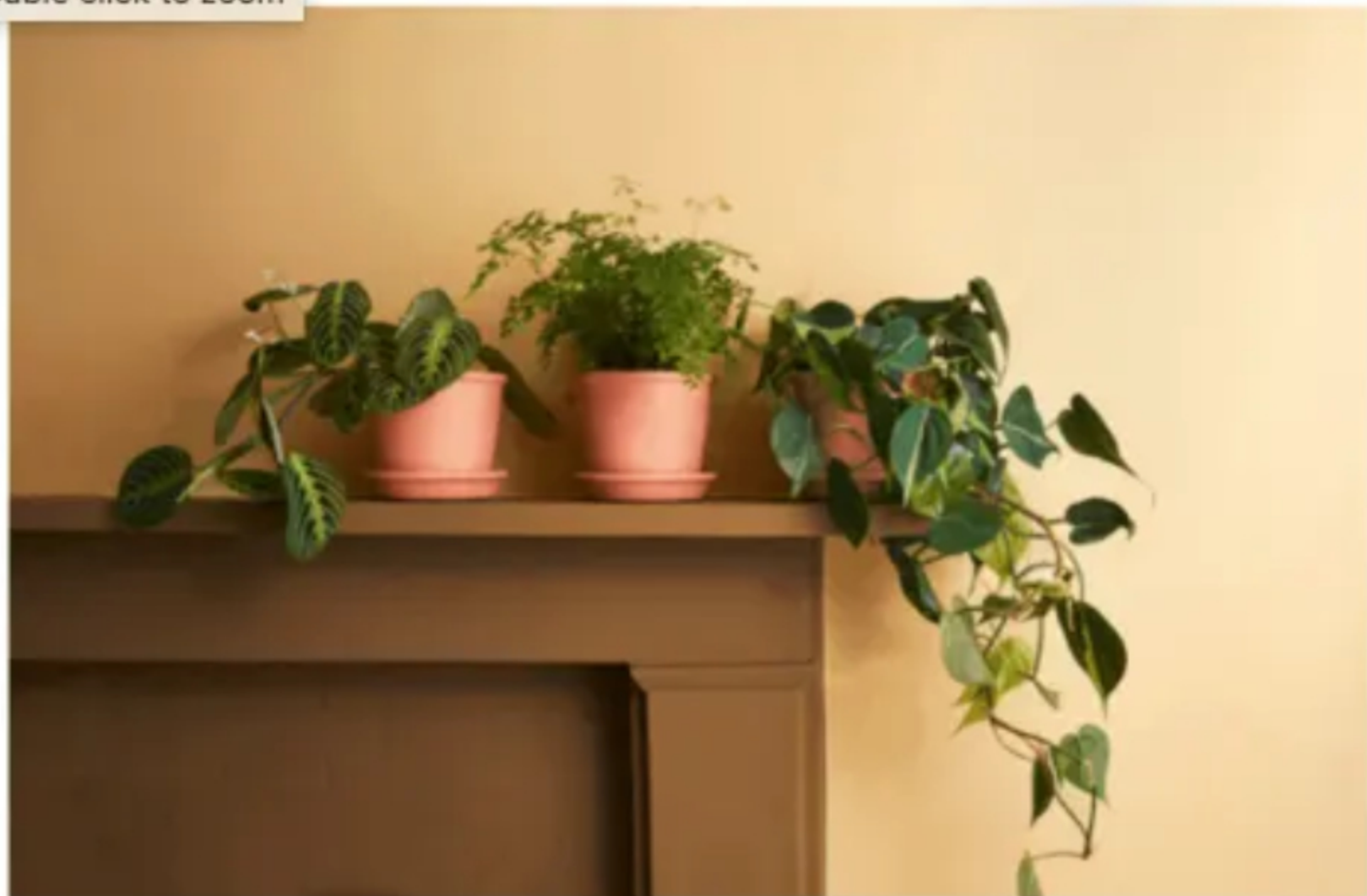
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GRAPHENSTONE®

PURIFYING PAINTS

Purifying paints for enhanced indoor wellness
Purifying the paints industry with sustainability



Beyond Colour

ECO-FRIENDLY BRAND **GRAPHENSTONE PAINTS** A KINDER CARBON FUTURE FOR INTERIOR SCHEMES.

Air-purifying paints can play a significant role in helping interior designers create truly sustainable spaces. Graphenstone's range of natural, mineral-based paints is free from toxic chemicals and healthier and kinder to use in interior settings.

Graphenstone has been revolutionising the interiors industry thanks to its highly durable and pigment-rich ranges, which offer significant CO₂ and CO₂e saving benefits. Its unique low-odour Graphene-infused formulations work hard to clean and purify indoor air, helping break down harmful emissions in the surrounding environment. Designers are truly spoilt for choice as the company offers over 980 interiors and 322 exterior colours, a full range of RAL options, and a fully bespoke colour-matching service. Graphenstone is now operating in 30 countries worldwide with prestigious clients such as Facebook, Google, Grosvenor and Zara. By combining ancient, non-toxic ingredients with cutting-edge carbon technology, their mission is to replace environmentally harmful synthetic coatings with natural minerals like lime, chalk, clay, and silicate, all of which have withstood the test of time. To enhance the performance of their paints, Graphenstone incorporates graphene, a powerful material derived from pure inert carbon that was

identified at Manchester University in 2004 and earned its discoverers the Nobel Prize. Graphenstone's CEO, Patrick Folkes, emphasizes the brand's unique selling point: a combination of long-trusted materials and advanced graphene technology. The result is a range of eco-friendly, sustainable paints that prioritize strength, durability, and the well-being of occupants. These natural mineral based paints offer a much cleaner profile and their VOC content is minimal, measuring less than 0.1 percent. Unlike conventional synthetic trade paints, Graphenstone's clean-tech paints offer unparalleled endurance and deliver a captivating, deeply pigmented finish. The use of minerals enhances finish, vibrancy and beauty, reflecting surrounding colours in a richer, more luxurious manner. A remarkable aspect of Graphenstone's lime-based photocatalytic ranges is their ability to combat airborne toxins in homes and offices, actively purifying the air every day using light energy, and contributing to a cleaner indoor environment. Moreover, Graphenstone paints boast one of the lowest embedded carbon footprints in the industry. The paints also absorb a significant amount of CO₂ mainly during the 30 day curing process and benefit from an ultra-low carbon-emitting production process. The relative CO₂e savings are surprising and significant, from paints alone.

What sets Graphenstone apart is its position as one of the world's leading independently certified paint companies. The brand has earned esteemed certifications from the Cradle to Cradle Institute, including Gold, Silver, and Bronze accolades across all of its paint ranges. Additionally, Graphenstone has received recognition from respected global evaluation agencies such as Global Green Tag and Eurofins, solidifying its reputation as an industry leader in technology, ecological consciousness, and health. These independent evaluations set Graphenstone apart from other brands that make sustainability claims without legitimate credentials. Graphenstone offers an extensive range of products for both exterior and interior applications, on all surfaces. While colour selection remains an important aspect for buyers, Graphenstone encourages customers to consider the holistic approach encapsulated in their trademarked concept of 'Beyond Colour'. By choosing Graphenstone's environmentally friendly paints, consumers align with sustainability goals and support a leading British enterprise that exemplifies ingenuity, commitment to sustainability and exceptional quality.

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