

## **BIOCHEM show case**

# **Develop decorative products using bio-based ingredients**

## **Problem**

Consumers equate natural ingredients with safe and sustainable. There is an increasing market desire for natural consumer products, i.e. bio-based.

## **Technical solution**

AURO decorating have developed eco paints and wood finishes as part of a product positioning based on high environmental standards. The products contains 99% bio-based raw materials.

The raw materials are based on linseed oil resins, plant and mineral pigments for colour and chinks for fillers and come from environmentally managed sources. For example, much of the raw linseed oil used in their paint ranges is certified organically grown close to the factory and any waste product and excess paint can be composted.

## **Benefits**

- Wood finishes are micro-porous so they don't flake, peel or blister and are easily maintained
- Use of plant based ingredients means that allergy sufferers can more easily tolerate the products
- The woodstains are recommended by the National Bee Keeping Trust for beehives

Auro AG, the parent company in Germany, became officially accredited as a CO<sub>2</sub> neutral manufacturer in 2006.

Partnerships for better  
**innovation support**



## Additional information

**AURO**

**Website**

<http://www.auro.co.uk/>