

THE ENVIRONMENTALLY RESPONSIBLE PAINT COMPANY

YOLO Colorhouse began with a clear environmental mission: to make a cleaner paint. YOLO Colorhouse paint is a zero VOC* base (no volatile organic compounds) and contains no phthalates or carcinogens. YOLO Colorhouse contains no ammonia, formaldehyde, ethylene glycol, or crystalline silica.

YOLO COLORHOUSE PAINTS AND PRIMERS ARE CERTIFIED BY GREEN SEAL™

Green Seal is an independent non-profit organization, setting standards for environmentally responsible products. www.greenseal.org



SUSTAINABILITY, BEYOND THE CAN Our environmental values extend beyond the paint can. We evaluate all of our purchases, practices, and partners to work in tune with our views and core values of sustainability. We always try to look for a simpler, greener way.

- Store displays: chemical-free wheat board and cardboard
- Labels and marketing material: 100% post-consumer recycled paper with soy-based inks
- 1-gallon and quart cans: 100% recycled plastic (85% post-consumer)
- Wash water from paint manufacturing is recycled from batch to batch
- Shipment of paint by rail or biodiesel to warehouses whenever possible
- Green power purchases equivalent to 100% of our headquarter's electricity consumption
- Employee incentives for alternative commuting
- Member of US EPA Smartway Transport Partnership
- YOLO Colorhouse is committed to reducing our carbon footprint (see www.yolocolorhouse/carbonfootprint.com)

IN COMMERCIAL SPACES THROUGHOUT THE COUNTRY

- Kettle Chips manufacturing facility, *Beloit, WI*
- Whole Body (Whole Foods), *NYC*
- Aspen Art Museum, *Aspen, CO*
- The Guggenheim Museum, *NYC*
- Bard College Art Museum, *NYC*
- mkLotus Green and Wired Home, *Museum of Science and Industry, Chicago*
- Oregon Environmental Council, *Portland, OR*
- Vertrazzo Manufacturing Facility, *Berkeley, CA*
- Ace Hotel, *Portland, OR*

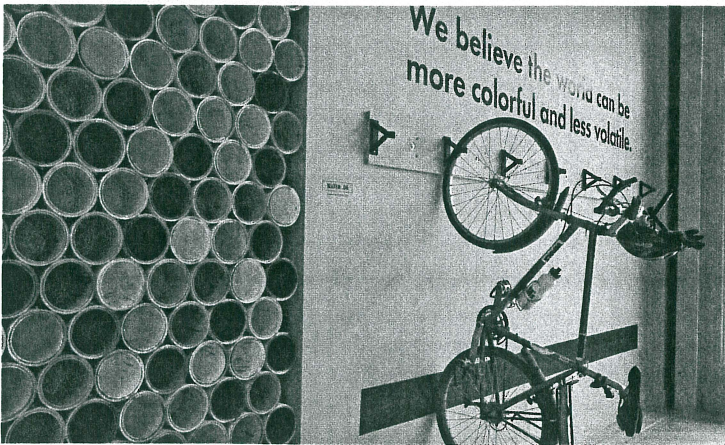


YOLO COLORHOUSE PERFORMANCE

- Inside sheens: Flat, Eggshell, Semi-gloss, and Cabinet & Trim
- Outside sheens: Velvet Flat, Satin, and Semi-gloss
- Zero VOC* Base
- 100% Acrylic.
- Green Seal certified
- Excellent hide and coverage
- Superior adhesion and durability
- Coverage: 400 square feet per gallon
- Zero VOC* primer for Inside and Outside
- In independent testing, YOLO Colorhouse Outside outperformed premium conventional brands in weather resistance and color retention.

For Product Data Sheets and MSDS go to: www.yolocolorhouse.com/products_prodsheets.php

* VOCs may be added when colorant is added, depending on what colorant system the retail location uses. Ask your retailer if they use a zero VOC colorant.

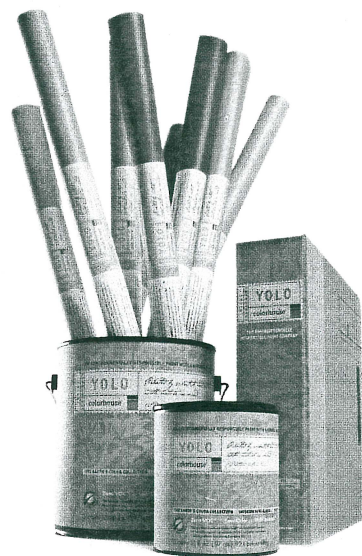


Zero VOC* Base | Low Odor | Mold & Mildew Resistant

www.yolocolorhouse.com



YOLO COLORHOUSE INSIDE is a palette designed for interior architecture. The colors were created by designer, Virginia Young, and artist, Janie Lowe, to help make choosing color for interiors simpler. Color can become too strong when it reflects on itself and grows to architectural scale. The YOLO Colorhouse Inside palette is designed to compensate for this problem and make the color choosing process easy and fun. **Family Packs:** (7) 8.5"x11" cards with small, brushed samples of every color of the Inside line. **Poster-size Color Swatches:** 23"x27" posters with low-tack tape on the back to move color from wall to wall and room to room to see in different light. **Inside Design Kit:** portfolio of (47) 8.5"x11" cards painted with real paint, and suggested companion colors with notes about each color on the back. All YOLO Colorhouse Inside color tools are painted with real paint, not ink.



YOLO COLORHOUSE OUTSIDE is a palette which was created outside in natural sunlight and tested outside on what has become known as "The Color Shed." The colors were created and tweaked for full sunlight and architectural scale. The hues are inspired by nature and co-exist with natural surroundings. **Quarts:** sampling for exterior, paint a 3'x3' sample on the outside of your house. Because of differences in texture on exterior surfaces, viewing color directly on the structure is the best way to choose exterior color. **Outside Design Kit:** portfolio of (36) 8.5"x11" cards painted with real paint divided into three sections to easily choose color combinations. The YOLO Colorhouse Outside line was designed to harmonize body, trim, and accent colors on your home.

