

Dulux plaster primer forms part of step towards greener approach

Ecosure plaster primer not only complies with Green Star rating requirements, but can also be applied directly to Rhinolite. With its water-based and alkali resistant properties, it primes all types of masonry surfaces from gypsum plaster, brick and concrete to cement and certain types of composition boarding.

"The Ecosure range forms part of our 'Step Towards Greener' approach to doing business, which in essence reflects our continuing commitment to sustainability. Ecosure's plaster primer is no different and it exemplifies our pledge to reduce the ecological footprint of every aspect of our company, from sourcing raw materials to disposing of water. We believe that effective sustainability practices equate to a corporate ethos of responsibility, and this we deliver through our 'Step Towards Greener' initiative," explains marketing manager for Dulux Trade, Frank Wagner.

In line with EU legislation

With its low volatile organic compounds content which is in line with the European Union's 2010 legislation, Ecosure plaster primer helps reduce low level ozone and photochemical smog and is also low in odour. Not only is it ideal for Rhinolite, but it is suitable for interior and exterior use and can be over-coated with both water and solvent based topcoats. Its easy clean-up properties make it entirely friendly to the environment, particularly when combined with the Dulux Trade Environmental Wash System.

The Ecosure range features other products which are just as friendly to the environment. Comprising Ecosure Matt, Ecosure Silk, Ecosure Eggshell, Ecosure Undercoat and Ecosure Gloss, the entire range can be tinted using the Dulux Trade Colour System, to allow for flexibility when decorating while taking the earth into account.

For more, visit: <https://www.bizcommunity.com>