



Natural Paint co.

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Capability Statement

Pioneering the architectural coatings business.

Armed with a unique distribution model, and a focus on growing consumer preferences towards healthy, natural products, Natural Paint Co is actively disrupting the traditional paint industry.

Overview

Natural Paint Co is a Kiwi owned and operated manufacturer of sustainable paints and wood oils. The company was created with an uncompromising promise in mind; make the world's best paint, healthier for people and the environment.

We deliver on this promise by producing high quality finishes that are crafted from natural, renewable materials and release no nasty chemicals.

Consumer expectations increasingly favour natural products that are sustainably produced and free from synthetic chemicals. This is driven by an increased awareness of the adverse health and environmental impacts of exposure to a wide range of chemicals and toxins.

Natural Paint Co was established to address this growing global trend by providing a healthier, non-toxic alternative to harmful chemical-based paints. Founders, James Mount and Grace Glass, worked with leading chemists to create natural, plant-based paints and oils that are free from toxins and Volatile Organic Compounds (VOCs), and are kind to both the health of people and the planet.

The paints are suitable for use in residential and commercial settings and exceed industry standards for coverage, quality and durability. The team at Natural Paint Co stand behind their products, providing an industry-leading 25 year guarantee to customers.

Values

Natural Paint Co is defined and led by these shared values:

- **Performance without compromise** - Deliver the best product with industry leading quality.
- **Utilise & protect nature** - Prioritise natural ingredients and protect nature in all our business practices.
- **Healthy equals happy** - Cause no unnecessary harm to humans, animals or the planet.
- **Inspire change** - Redefine the paint industry through constant innovation that is better for people and the planet

Awards

The Impact Awards - 2021

Winner - Enterprise

This award win is all about harnessing the power of purpose driven business & young people delivering impact in their industry.

The Impact Awards - 2021

Finalist - Climate

Looking for inspiring young New Zealanders who are demonstrating leadership and taking action to help reduce carbon emissions and support the transition to a more resilient, low carbon future.

Recent Projects

[Riccarton Superhome](#) - Split over two levels, the compact footprint of this three-bedroom dwelling utilised Natural Paint Co's Exterior Stains on Cedar, Interior Paints all throughout, and Pure Interior Oil on Pine interior surfaces.

[Hurley Huts](#) - Fiona Macpherson Architecture spec'd our Blackwash & Clear Pure Interior Oils on OSB as well as our Interior Paints throughout this beautiful townhouse.

[Energy Efficient Home](#) - Residing atop Richmond Hill, MC Architecture designed this energy efficient home which takes full advantage of the northern sun and views over Sumner coastline. Creating a warm and comforting environment with Natural Paint Co Pure Danish and Exterior Oils.

[Madras St](#) - Coll Architecture, wanting to build a relaxing home that would feel like a retreat away from the central city, the owners purchased this site in an established mixed use area of Christchurch Central. The design was to include two townhouses; Natural Paint Co provided Pure Interior and Hard Floor oils + Exterior Stains.



Products & Capabilities

Interior

Made from a blend of plant oils, tree resins and earth clay, our interior wall and ceiling paints are ultra high-performance with outstanding coverage, durability and washability.

Available in a wide variety of distinctive hues from subtle and neutral shades to vibrant feature colours, our interior paints use non-toxic natural ingredients that smell great.

Exterior

Our exterior paints are versatile and highly durable, delivering maximum UV resistance, moss resistance and gloss retention. Suitable for a wide range of applications including weatherboards, roofs, and furniture, our long-lasting exterior paints are made from high quality environmentally friendly ingredients.

We also have a range of exterior stains suitable for application on any exterior timber surface. Natural Paint Co stains are VOC free, have excellent UV resistance, dry quickly and last for between three and five years (twice as long as many other stains).

Enamel

Our durable plant-based enamel paint is fully scrubbable and waterproof. It has the durability of an oil-based enamel but without the nasty chemicals, perfect for use in wet and high service areas such as bathrooms, doors, cabinetry and furniture.

Oil

Our range of natural oils provides an excellent alternative to smelly varnishes, offering durable hard floor treatments and waterproof options that enhance the colour of natural timbers. We also provide Danish and Tung Oil alternatives that provide a rich, food-safe finish to all manner of interior and exterior surfaces.

Because our oils are VOC-free and nontoxic, children and pets don't need to vacate an area during coating

Staff & Operations

We operate as a team of 7 full-time employees (Sales, Marketing, Ops, Fulfillment) with expected growth to 12-13 in 2022.

Our contract manufacturer is based in the North Island and holds responsibility for the production of all base products. We bulk-ship from the North Island to Christchurch where our sales and warehousing team takes responsibility for tinting, mixing and distributing all finished products to customers via our 800 sqm warehouse which is fit for purpose based on current/projected order volumes for 2022/2023.

Custom Colour Profiles

We have the ability to create custom colour profiles to match your brand, or clients brand requirements.

Sustainability & Social Enterprise

Carbon Neutral

Natural Paint Co is a certified Carbon Neutral company. To offset any of our carbon emissions that are produced in the creation and distribution of our products, we give back by planting trees here on New Zealand soil and in the Pacific Islands.

Saving 1m2 of Rainforest for every 1m2 of Paint

For every 1sqm of area you paint or oil with our products, Natural Paint Co saves 1sqm of Amazonian rainforest through a rainforest trust. This means for every 10-litre pail you buy, you will be directly saving around 8 car parking spaces of precious forest from deforestation. To date we have saved over 2 million sqm of Amazonian Rainforest.

Our paint is compostable

To create a truly sustainable paint, we focus on the complete life cycle of our products. Starting with the sourcing of natural, renewable raw materials, and ending with products that can be safely composted, or be returned to us to be recycled or donated to social initiatives.

Certified Social Enterprise

We have obtained status as a [certified social enterprise](#) and are recognised as an impact provider in the NZ Government's Social Procurement program.

