



ECO Friendly Process & Material Trends 2022



What We'll Be Covering

- Sustainability Trends to Watch For in 2022
- How EPA Lead-Safe Certified Companies Protect Your Safety
- ECO Friendly Process
- ECO Friendly Materials
- ECO Friendly Trends
- Arana Designer Solutions
- Arana: Get in Touch

Sustainability Trends to Watch For in 2022

Beyond Recycling: Regeneration is the Future

- We agree our current economy has a massive waste problem
- In 2022, products that create new life from old waste, or better yet, use natural, renewable resources, will take center stage
- Businesses around the world will see a shift towards a *circular way of thinking*, for example, London based Volleback is using renewable algae to replace toxic black T-shirt dyes
- The result is a biodegradable shirt that removes carbon from the atmosphere during its life cycle
- A UK company, Celour, has created paint that both reduces the release of carbon dioxide and helps sequester it with the use of recycled concrete

credit: bambuhome.com



Sustainability Trends to Watch For in 2022

Eco-Cities: Localized Farms & Low-Waste Buildings

- New technologies are ushering in a wave of eco-cities, focused on increasing greenery, boosting bike transportation, and more
- One sustainability trend to keep an eye on is the creation of local food systems in urban places
- A new development here in California, Agrihood, will create affordable housing that sits farmside- in the heart of Silicon Valley
- Low-waste materials and building processes continue to be at the forefront of green construction

credit: bambuhome.com





credit: agrihood-sc.com/renderings

Sustainability Trends to Watch For in 2022

Ocean Rewilding

- In 2022, ocean conservation scientists and orgs have been developing new innovations will aim to “rewild” these places
- Many countries are joining the pledge to protect 30% of the ocean by 2030, & many more Marine Protected Areas can be expected in the coming years
- Regenerative ocean farming practices work to re-invigorate the ecosystem while creating a nearly zero-waste food source for humans

credit: bambuhome.com



Sustainability Trends to Watch For in 2022

Green Money: Sustainable Investing & Banking

- ESG (environmental, social, and governance) investing strategies are gaining popularity
- ESG investing grew by 42% in 2020, making it clear that people are not just interested in growing their money, but what that growth will fund
- Over half of all investing firms state that sustainability is central to their strategy. In 2022, it appears like that number will only grow

credit: bambuhome.com



Sustainability Trends to Watch For in 2022

Consumer Power: Creating Change and Re-defining Luxury

- 2022 sustainability trends are reshaping what luxury means
- Growing understanding of the damage of fast fashion has caused even the most high-end retailers to turn over a new leaf"
- Upcycling," creating new items from old materials, is poised to hit runways and retail stores big in 2022
- As slow fashion becomes more popular than quick trends, made-to-last products are the new status symbols

credit: bambuhome.com



Sustainability Trends to Watch For in 2022

Recap

- Beyond Recycling: Regeneration is the Future
- Eco-Cities: Localized Farms & Low-Waste Buildings
- Ocean Rewilding
- Green Money: Sustainable Investing & Banking
- Consumer Power: Creating Change and Re-defining Luxury

credit: bambuhome.com





ECO Friendly Process and Materials

Process

- Create Safety and Peace of Mind for our Homeowner, Interior Designer and General Contractor clients and our workers
- EPA Lead Renovation, Repair and Painting (RRP) Law
 - pre 1978 property renovation
 - the law requires Certification
 - includes pre-renovation education requirements as well as training, firm certification and work practice requirements
- Only use EPA Lead Safe Certified firms, like Arana Craftsman Painters

United States Environmental Protection Agency

This is to certify that



Arana Craftsman Painters

has fulfilled the requirements of the Toxic Substances Control Act (TSCA) Section 402, and has received certification to conduct lead-based paint renovation, repair, and painting activities pursuant to 40 CFR Part 745.89

In the Jurisdiction of:

All EPA Administered States, Tribes, and Territories

This certification is valid from the date of issuance and expires March 09, 2026

NAT-80988-2

Certification #

February 23, 2016

Issued On



A handwritten signature in black ink, appearing to read "Michelle Price".

Michelle Price, Chief

Lead, Heavy Metals, and Inorganics Branch

ARANA
CRAFTSMAN PAINTERS



ECO Friendly Process and Materials

Process

EPA Lead Safe Job Practices During Preparation

- Mask environment
 - Cover all surfaces with canvas drops and then with heavy plastic
 - All foliage will be covered by lightweight breathable drops
- All sanding will be done using the latest model Festool HEPA sanders
 - Use of this sander will virtually eliminate any circulation of dust. All dust and debris is disposed of properly off site
 - During preparation process we will continuously run the Dustless Brand HEPA Vacuum to scrub the air
- A thorough cleanup will be done by removing and properly disposing of all plastic sheeting and masking
 - Wash all surfaces
 - Careful inspection of all surfaces and work areas for sign off

ECO Friendly Process and Materials

The Right Tools - Dust Free Sanding and HEPA Vacs





ECO Friendly Process and Materials

Materials

- Create Safety and Peace of Mind for our clients and our workers
- Low or Zero VOC Primers, Paints and Clearcoats

ECO Friendly Process and Materials

Materials

Benjamin Moore ECO Spec WB Silver in Flat, Eggshell, Semi-Gloss

- Odor-resistant
- Zero VOC
- Provides a mildew-resistant coating
- 100% Acrylic
- Dries quickly to a beautiful, washable, and uniform finish
- Spatter-resistant



ECO Friendly Process and Materials

Materials

Benjamin Moore ECO Spec WB in Primer, Flat, Eggshell, Semi-Gloss

- Odor-resistant
- Zero VOC
- 100% Acrylic
- Dries quickly to a beautiful, washable, and uniform finish
- Spatter-resistant



ECO Friendly Process and Materials

Materials

Benjamin Moore AURA in Matte, Eggshell, Satin, Semi-Gloss

- Low VOC 2.8g/L
- Safe Emissions Certified
- 100% Acrylic
- Mildew Resistant
- Available in thousands of colors
- Self-priming





ECO Friendly Materials Trends

Materials

ORGANIC PAINTS

- as safe as paint gets, they are both environmentally friendly and healthy
- raw ingredients are all natural
- made from water, plant oils, plant dyes, natural minerals such as clay, milk protein, natural latex, beeswax, earth and mineral dyes

ECO Friendly Materials Trends

Materials

CELOUR PAINT SEQUESTERS CARBON

- Celour is a paint that captures and stores carbon dioxide in the air, made of waste concrete powder generated from a concrete recycling plant
- Once applied to a wall, the paint is capable of sequestering 27 grams of CO₂ for every 135 grams of paint used
- By using Celour, CO₂ can be actively captured in the air and may be the initial step in restoring pre-industrial CO₂ atmospheric levels

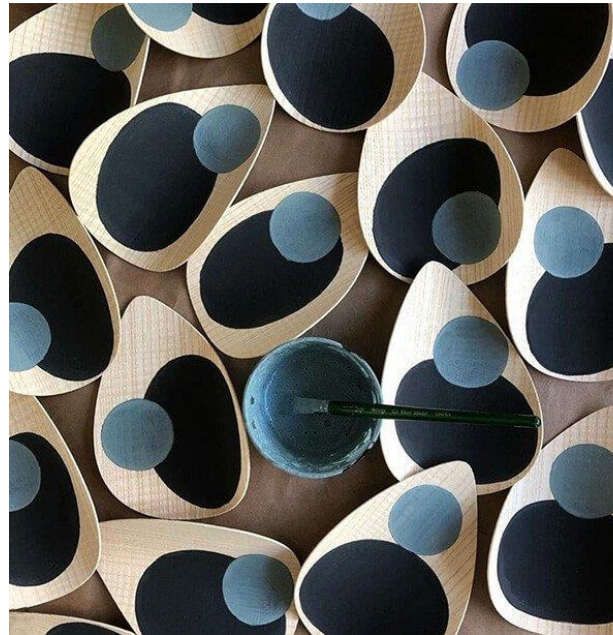


ECO Friendly Materials Trends

Materials

The Real Milk Paint Co.

- made from milk protein
- a healthier alternative that is not a water-based latex or oil-based paint
- formula is completely biodegradable



ECO Friendly Materials Trends

Materials

Earth Pigments Co.

- rich colors
- earth tones made from ochre, bright oxide pigments, and natural mica
- Zero VOC
- Zero Emissions



ECO Friendly Materials Trends

Materials

Anna Sova Food Paint

Made with:

- milk casein
- food grade bamboo cellulose
- food emulsifiers
- natural fungicide, bactericide, mildew retardent
- preservatives (as in chocolates)





Conclusion

Arana Designer Solutions – 2022 promises to be an exciting year!

What special things does Arana Craftsman Painters do to support our Interior Design Partners?

- **We Make it Easy:** When you collaborate with Arana Craftsman Painters, our number one goal is to make your life easier
- **Designer Retreats:** for high level referral design partners, we provide annual staff retreat resources. Retreat or spa stays so that you can regenerate your creativity
- **Onsite or phone painting technical support** on complex project challenges such as: color design, composition and trends; best products for cabinet finishing; woodwork stripping and refinishing. Just ask us! Arana company principles have over 100 years of combined experience
- **Designer Interactive Presentations:** Our Design Partners love this kind of support because our presentations translate “all things painting and wallpaper” into an enhanced client experience, stronger communication and more efficient decision making from your clients
- **Topics** can tailored around painting and wallpaper related subjects such as:
 - A specific challenge you've experienced
 - Latest Color Design, Composition and Trends in Painting
 - Cabinet Refinishing Best Practices: Durability and Beauty
 - Navigating the Complexities of Woodwork Stripping and Refinishing
 - Eco Friendly Products and Trends
 - Wallpaper Trends
 - If you have a need for specific topic you would like your staff to learn more about, contact us today to schedule an appointment



Lmb

LAURA MARTIN BOVARD
INTERIORS

“Arana holds the vision for our projects - a quality that is paramount to our success. We are only as good as the vendors we work with and Arana is one of our most trusted allies.”

LAURA MARTIN BOVARD,
INTERIOR DESIGNER



Lmb INTERIORS

ARANA
CRAFTSMAN PAINTERS



“Arana has been painting for our general contracting company for several years. They provide excellent work with personal service. Whether interior or exterior, residential or commercial, they are highly recommended. I used them to paint my own house, which, as a contractor, is my highest praise.”

MICHAEL MCCUTCHEON,
MCCUTCHEON CONSTRUCTION





Conclusion

Arana Designer Solutions

Arana Craftsman Painters promotes our Interior Design Partners at every opportunity

- Arana has a **well managed marketing presence**
- We constantly promote our design partners through our mailed newsletter, social media, and our website blog. ***We love Instagram!*** We've also developed publishing channels in several high-profile magazines such as Oakland Magazine, with a primary intent of promoting our high-level referral design partners
- **Strong community presence:** Oakland Magazine Best Bay Area Painting Contractor 2019, nominated in 2020, 2019, 2018, 2017, 2016
- **Piedmont Heart of the Home Tour** project participant 2015, 2016, 2017, 2018, 2019

Arana Craftsman Painters Contact Information

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Catherine Baldi

PRINCIPAL AND COMPANY MANAGER



Ernesto Perez Arana

PRINCIPAL AND FIELD SUPERVISOR



Steve Rubenstein

PRODUCTION MANAGER & LEAD ESTIMATOR

