

Volatile Organic Compounds (VOCs)



VOC Regulations / Green Promise®

Volatile Organic Compounds (VOCs) are carbon-containing chemical compounds that readily evaporate into the atmosphere. Common examples of things that emit VOCs into the atmosphere include gasoline, mineral spirits, alcohol, nail polish, and paint.

VOC LAWS

VOCs are released from many sources, including large and small process industries, commercial transportation, and automobiles. These sources, especially automobiles, are responsible for the majority of VOC emissions. As these major sources become subject to more stringent regulation, lawmakers seek to regulate smaller sources as well.

With all the information out there surrounding VOCs and air quality, the question is, who is defining green for paint?

The coatings industry is filled with third-party organizations like U.S. Green Building Council (LEED), Master Painter's Institute (MPI), Green Guard, and Green Seal that are trying to define what green means for coatings as well as other consumer products.

Some, like Green Seal and MPI, focus on what is in the paint while others, like Green Guard are more focused on what is emitted from paint. While we applaud the goals of these organizations, (Benjamin Moore has products certified by them), the net result of so many competing standards is a confused and sometimes frustrated consumer.

Benjamin Moore has concluded that we need to make it easier for our customers (DIYers, painters, designers and specifiers) to make sense of all these standards while also bringing clarity to our perspective on green. To that end, we have introduced our Green Promise designation that is used to designate coatings that offer both lower total volatile compounds and a premium level of paint performance.



For more detailed information on Benjamin Moore® products and Green Promise®, please visit benjaminmoore.com.