

# Purearth

Greener solutions for a better tomorrow



# Painting our world greener

Environmental sustainability is  
at the heart of what we do.

We see ourselves as guardians of our customers' most valuable assets. From ships and bridges to wind turbines and homes, our coatings can be found around the world, protecting man-made structures from corrosion and helping make them more beautiful.

We believe that as a company, we can and should contribute to a better world. We put environmental sustainability at the heart of everything we do, from the way we design our products to how we produce them. But for us, environmental sustainability is not just about our own work. It is also about helping our customers improve their own environmental performance. So, whatever project we work on, we strive to provide our customers with solutions that help them reduce emissions, energy consumption and waste.

Here are some of the ways that we are working to make our world that little bit greener.

We want every  
layer of our paint  
to contribute to a  
greener world.

If our Hempaguard® hull coating was applied to the entire world fleet, it could reduce CO<sub>2</sub> emissions by 80 million tons a year.



## Climate

**Our products are, by nature, sustainable as they prolong the service life of structures and equipment, and so help reduce their overall environmental impact.**

Over the years, we have developed many highly durable coatings that further extend the lifetime of the surfaces they protect and reduce the need for maintenance and re-coating. But we believe that a prolonged life is not enough.

We focus on developing coatings that help both our customers reduce their impact on the climate and make good business sense. In the wind energy industry, for example, our two-coat system for wind turbine towers reduces drying times by approximately 30 per cent compared to equivalent three-coat solutions. This reduces bottlenecks to help wind tower manufacturers increase production throughput. But more importantly, it also cuts energy consumption in drying halls, lowers emissions and reduces waste.

Of course, we are also continually working to reduce the environmental impact of our own operations. At our production facilities, for example, we salvage and re-use all recyclable waste, including chemical waste. If waste is not recyclable, we dispose of it in a socially responsible manner that limits its impact on the climate.



## Reducing energy consumption

**The amount of energy the world consumes has a direct impact on greenhouse gas emissions, especially carbon dioxide (CO<sub>2</sub>). We concentrate on developing advanced solutions that help our customers reduce the amount of energy they consume.**

Our fouling control systems for ships' hulls, for example, improve the vessel's hydrodynamics and can reduce fuel consumption by up to 8 per cent. As large vessels can consume many tons of fuel a day, this can have a significant impact on its CO<sub>2</sub> emissions. If our Hempaguard hull coating was applied to the entire world fleet, it could reduce the fleet's CO<sub>2</sub> emissions by as much as 80 million tons a year. That's roughly equivalent to the yearly emissions of a small nation.

We also produce energy-conserving products, such as Contex Thermoguard, an exterior wall coating that reflects solar energy in the infrared spectrum. When painted on buildings in the Middle East, Contex Thermoguard has proven to reduce air conditioning costs by an average of 5 per cent.

And, in order to reduce energy consumption from our own operations, we monitor energy use at all our production units and take measures to reduce energy consumption whenever possible.



## Reducing VOC

**Volatile Organic Compounds (VOCs) are frequently found in coatings and solvents, and during the evaporation process, these VOCs are released into the atmosphere. In large concentrations, some VOCs are harmful to human health and damaging to the environment. Reducing the amount of VOC in paints and coatings is an ongoing challenge.**

We are committed to developing low-solvent waterborne products that contain minimal VOC. Topaz Zero, for example, is a range of interior coatings that contain no hazardous chemical compounds, but still provide a magnificent long-lasting finish and beautiful texture. We were also the first company to develop a fully waterborne coating system for shipping containers. Launched in 2010, Ecoboxcoat has proven to perform as well as, or better than, equivalent solvent-borne systems, and yet contains almost no VOCs.

In addition, each year we successfully reformulate a number of coatings to reduce VOC content even further.



## Reducing hazardous materials

**Conventional paints and coatings often contain hazardous materials, such as lead, Alkylphenol Ethoxylates (APEs) and formaldehyde. We have made it a top priority to reduce harmful materials from our products as much as possible, and much of our research and development is committed to this end.**

All our Decorative products are now lead-free, for example, and in 2015 we successfully phased out lead from our entire European product assortment. We also introduced a new lead-free tinting system for industrial and marine products and are committed to removing lead from all our products worldwide.

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## Corporate responsibility

**Our founder J.C. Hempel was a visionary business leader and humanitarian who believed that a company has a responsibility to its staff, the environment and society in general. The company he founded has changed considerably over the last 100 years, but his guiding principles remain at the heart of everything we do – and we remain committed to conducting business with care for people, the environment and society.**

We strive to work responsibly and ethically at all times, and we comply with all relevant laws and regulations in the countries and regions where we operate. But simply following legislation is not enough. Our goal is to drive sustainable business practices around the globe. To achieve this, we do what we believe is best for our customers, our employees and the wider world, and extend that through our corporate responsibility standards and policies to all our offices, suppliers and distributors, wherever they are in the world.

This commitment is central to our identity. We are proudly owned by the Hempel Foundation, which supports cultural, humanitarian and scientific causes around the globe. A significant part of the Foundation's work concentrates on educational projects for children in need. Through this work, the Foundation helps more than 55,000 underprivileged children around the world receive a better education, so they can build a better future for themselves, their families and their communities.



## Did you know?

J.C. Hempel created the Hempel Foundation in 1948 and transferred all his shares to it, essentially putting ownership of the company into the hands of its employees. The Hempel Foundation remains the sole shareholder of the Hempel Group today. Its main objectives are to provide a sound economic base for the continued operations of our company and to ensure our work contributes to development around the world.

Read more at [hempelfoundation.com](http://hempelfoundation.com)

# Working with us

Wherever you meet us – whether you are a customer, business partner, supplier or new employee – you know you are dealing with a company that has people at its heart.

We are a multicultural organisation with employees living and working in more than 80 countries – and we are fully committed to promoting diversity and equal opportunity wherever we work. Diversity and equal opportunity are the cornerstones of our business success. They stimulate creativity and innovation, and help create an enthusiastic workforce that is driven to develop smarter solutions for the wider world.

We pride ourselves on being a trusted and reliable business partner and we develop strong relationships with our customers, suppliers and distributors. Because, we believe that if we make the right decisions together, we can create for a greener and better tomorrow for us all.

Since 1915 Hempel has been producing protective coatings that help customers to safeguard their assets whilst keeping them looking their best. Today we are a world-leading supplier of trusted solutions in the Protective, Decorative, Marine, Container and Yacht markets. Employing over 5,000 people, across 80 countries worldwide, with 27 factories and more than 150 stock points globally. This includes many recognised brands like Crown Paints, Schaeplman and Jones-Blair.

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