

ROMA<sup>®</sup>

- Opening
- Cannot fix a broken System
- Earth, fire, Water, Air
- Create Healing with Approach
- Collaboration is the Key
- Our Process
- It Takes time
- Don't Give Up
- Optimization
- Solutions are Available
- Final Remarks



# Website ROMA Homepage



The screenshot shows the ROMA website homepage with a dark brown header and footer. The main content area is white with a large image of paint cans and a Cradle to Cradle certification logo. The text is centered and uses a clean, sans-serif font.

**ROMA** PRODUCTS LEARN GET HELP ABOUT US ORDER NOW

## C2C CERTIFIED

13 OF OUR PAINT PRODUCTS HAVE RECEIVED THE PRESTIGIOUS C2C CERTIFICATION.

### Changing The Way The World Makes Paints

ROMA manufactures mineral paints, plasters, lime washes, and more. Mineral paints are the healthy alternative to acrylic paints, completely Zero VOC, toxin-free, odorless, asthma-free, and naturally mold-resistant. Different than the acrylic based Zero VOC paints in the industry, ROMA mineral paint and plaster are made from natural, raw materials manufactured without toxic chemicals that cause Sick Building Syndrome, cancer or asthma. All backed with rigorous 3<sup>rd</sup> party scientific testing, ROMA mineral paint and plaster are the world's most beautiful, durable and eco-sustainable.

**ORDER NOW**

### Mission Statement

<h4>Our Mission</h4> <p>Our mission is to create the highest quality paint and architectural coating products with the lowest negative health and environmental effects possible in the industry, without sacrificing beauty or durability.</p>	<h4>Our Objective</h4> <p>Our objective is to replace acrylic and solvent based paints across the globe with our clean, natural, mineral technology. The effect of this would be a dramatic reduction in toxicity, as well as a cumulative reduction in VOC emissions that contribute to poor outdoor and indoor air quality, depleted ozone levels, and climate change.</p>	<h4>Our Approach</h4> <p>Our approach is a new perspective, a new vision, a new benchmark based on collaboration with nature and not in conflict with nature. It is a vision that allows prosperity to be achieved without doing harm to us or the environment.</p>
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**READY TO ORDER? CALL US TODAY.** 678-905-3700

**ROMA**

PRODUCTS LEARN GET HELP ABOUT US ORDER NOW

- Our Difference
- Science Info
- Cradle To Cradle
- Indoor Air Quality
- Testing & Certifications
- Contact Us
- FAQs
- How To
- Our Story
- Industry Partners
- Blog

By subscribing to our mailing list you will get the latest news from us.

Facebook, Google+, LinkedIn, Twitter, Pinterest

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Recycling, Cradle to Cradle, Eurofins, and other certification logos.

# ROMA | Eco-Sustainable Building Technologies




# Cradle to Cradle Exterior Mineral Paints

- BioDomus I
- BioDomus II
- BioGrip Medium
- BioGrip Micro

CRADLE TO CRADLE  
**PRODUCTS**  
INNOVATION  
INSTITUTE

Material Health



**BRONZE**

## ROMA Exterior Mineral Paints

**ISSUED TO** ROMA

**STANDARD** 3.0 **EXPIRES** 22 September 2016

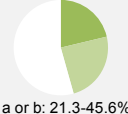
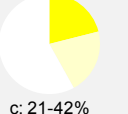
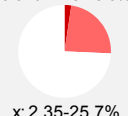
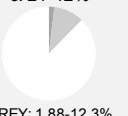
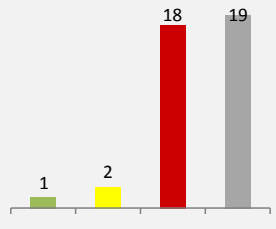
**LEAD ASSESSMENT BODY**  
ToxServices LLC

**ASSESSED APPLICATIONS**  
Manufacturing, Application, Occupancy, Landfill, Incineration

**PRODUCTS COVERED**  
BioDomus I White, BioDomus II White, BioDomus Deep Base, BioDomus II Deep Base, BioGrip Medium, BioGrip Micro. Base formulation only; tints/colorants not included. Packaging meets banned list requirements, but has not been fully assessed.

**PRODUCT OPTIMIZATION SUMMARY**

- Cradle to Cradle Certified™* Banned List compliant
- Material Health optimization strategy developed
- No exposure from carcinogens, mutagens, or reproductive toxicants
- Meets VOC emissions testing requirements
- Product is fully optimized - does not contain any GREY or x-assessed chemicals
- Process chemicals have been identified and none are GREY or x-assessed

<p><b>PERCENTAGE OF CHEMICAL SUBSTANCES ASSESSED BY WEIGHT</b></p> <p style="font-size: 24px; color: #0070C0; text-align: center;">87.7-98.12%</p> <p style="font-size: 10px;">Inventory threshold for chemicals in each material = 100 ppm</p>	<p><b>ASSESSMENT RATINGS BY WEIGHT</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p style="font-size: 8px;">a or b: 21.3-45.6%</p> </div> <div style="text-align: center;">  <p style="font-size: 8px;">c: 21-42%</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;">  <p style="font-size: 8px;">x: 2.35-25.7%</p> </div> <div style="text-align: center;">  <p style="font-size: 8px;">GREY: 1.88-12.3%</p> </div> </div> <p style="font-size: 8px; text-align: center;">% CHEMICAL SUBSTANCES</p>	<p><b>PRODUCT OPTIMIZATION</b></p>  <p style="font-size: 8px; text-align: center;">a or b    c    x    GREY 40 CHEMICAL SUBSTANCES</p>
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# ROMA | Eco-Sustainable Building Technologies



# Cradle to Cradle Interior Mineral Paints

- BioDomus SuperFlat
- EcoDomus EggShell
- EcoDomus Matte
- EcoDomus Satin

CRADLE TO CRADLE  
**PRODUCTS**  
INNOVATION  
INSTITUTE



BRONZE

## ROMA Interior Mineral Paints

**ISSUED TO** ROMA

**STANDARD** 3.0 **EXPIRES** 22 September 2016

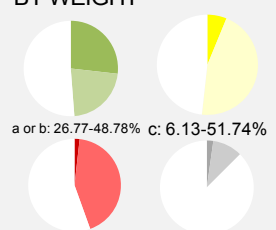
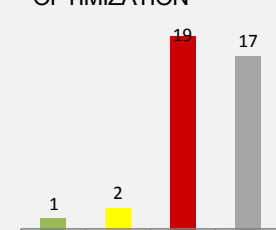
**LEAD ASSESSMENT BODY**  
ToxServices LLC

**ASSESSED APPLICATIONS**  
Manufacturing, Application, Occupancy, Landfill, Incineration

**PRODUCTS COVERED**  
EcoDomus Eggshell Deep Base, EcoDomus Eggshell I White, BioDomus Superflat Deep Base, BioDomus Superflat White, EcoDomus Matte White, EcoDomus Matte Deep Base, EcoDomus Satin Deep Base. Base formulation only; tints/ colorants not included. Packaging meets banned list requirements, but has not been fully assessed.

**PRODUCT OPTIMIZATION SUMMARY**

- Cradle to Cradle Certified™* Banned List compliant
- Material Health optimization strategy developed
- No exposure from carcinogens, mutagens, or reproductive toxicants
- Meets VOC emissions testing requirements
- Product is fully optimized - does not contain any GREY or x-assessed chemicals
- Process chemicals have been identified and none are GREY or x-assessed

<p><b>PERCENTAGE OF CHEMICAL SUBSTANCES ASSESSED BY WEIGHT</b></p> <p style="font-size: 2em; color: #0070C0; text-align: center;">87.5-97.8%</p> <p style="font-size: 0.8em;">Inventory threshold for chemicals in each material = 100 ppm</p>	<p><b>ASSESSMENT RATINGS BY WEIGHT</b></p> <div style="text-align: center;">  <p style="font-size: 0.8em;">a or b: 26.77-48.78% c: 6.13-51.74%</p> <p style="font-size: 0.8em;">x: 1.75-44.5% GREY: 2.2-12.5%</p> </div> <p style="font-size: 0.8em; text-align: center;">% CHEMICAL SUBSTANCES</p>	<p><b>PRODUCT OPTIMIZATION</b></p> <div style="text-align: center;">  <p style="font-size: 0.8em;">a or b: 1, c: 2, x: 19, GREY: 17</p> </div> <p style="font-size: 0.8em; text-align: center;">39 CHEMICAL SUBSTANCES</p>
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MHC2114



# Results of the C2C VOC Emissions Test

(ASTM D5116 With CDPH SM V1.1-2010)



CAS No.	Retention Time (min)	ID-Cat.	Emission Rate $\mu\text{g}/(\text{m}^2\cdot\text{h})$	Concentration Class Room $\mu\text{g}/\text{m}^3$	Concentration Office Building $\mu\text{g}/\text{m}^3$	Half CREL $\mu\text{g}/\text{m}^3$	
TVOC ( $\text{C}_5 - \text{C}_{17}$ )			1.3	0.6	2.1	–	
<b>Single VOC Substances:</b>							
1-Butanol	71-36-3	2.51	1	2.2	1.1	3.5	–
2-methyl-4-isothiazolin-3-one	2682-20-4	10.99	1	5.5	2.7	8.8	–
<b>Volatile Aldehydes measured with DNPH-Method (see 1.3.3)</b>							
Formaldehyde	50-00-0	–	–	< 2	< 1	< 2	9
Acetaldehyde	75-07-0	–	–	< 2	< 1	< 2	70



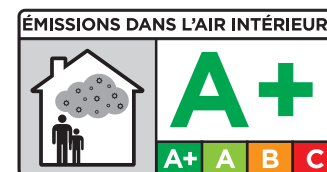
# Results of the California 1350

(CDPH SM V1.1-2010)



Parameter	Test After 14 Days			
	CAS No. Single Compounds	Concentration in Class Room $\mu\text{g}/\text{m}^3$	Concentration in Office Building $\mu\text{g}/\text{m}^3$	Half CREL Limit Value $\mu\text{g}/\text{m}^3$
TVOC ( $\text{C}_5 - \text{C}_{17}$ )	–	0.6	2.1	–
Single VOC Components	–	< 1	< 2	–
Formaldehyde	50-00-0	< 1	< 1	$\leq 9$
Acetaldehyde	75-07-0	< 1	< 3	$\leq 70$

# Results of the French VOC Test



DANAK



	Concentration after 28 days $\mu\text{g}/\text{m}^3$	C	B	A	A+
TVOC	< 2	> 2000	< 2000	< 1500	< 1000
Formaldehyde	< 3	> 120	< 120	< 60	< 10
Acetaldehyde	< 3	> 400	< 400	< 300	< 200
Toluene	< 2	> 600	< 600	< 450	< 300
Tetrachloroethylene	< 2	> 500	< 500	< 350	< 250
Ethylbenzene	< 2	> 1500	< 1500	< 1000	< 750
Xylene	< 2	> 400	< 400	< 300	< 200
Etyrene	< 2	> 500	< 500	< 350	< 250
2-Butoxyethanol	< 2	> 2000	< 2000	< 1500	< 1000
1,2,4-Trimethylbenzene	< 2	> 2000	< 2000	< 1500	< 1000
1,4-Dichlorobenzene	< 2	> 120	< 120	< 90	< 60

# EcoDomus Matte