



## **Breathe easy this spring with TAUBMANS Endure interior paint by PPG** *Paint featured in National Asthma Week education campaign*

MELBOURNE, Sept. 3, 2019 – TAUBMANS® Endure interior paint by PPG has been named a preferred choice for interior painting projects by the National Asthma Council Australia's Sensitive Choice program in a new Healthy Homes video, as part of a series launched today for National Asthma Week, 1-7 September.

An estimated 2.5 million Australians have asthma, many of whom are also among the one in five people with allergies. The educational videos aim to help all Australians understand and alleviate common triggers when undertaking home improvement projects.

The video dedicated to interior painting projects showcases *Taubmans* Endure paint by PPG as a preferred choice for health-conscious consumers and includes expert commentary from Cherie Barber, AUSTRALIA'S RENOVATION QUEEN™.

"People with asthma and allergies are more susceptible to triggers found in many common household products, including paint, but all Australians should be cognizant of the products they choose to use in their homes," explained Adele Taylor, Sensitive Choice program manager. Taylor adds, "*Taubmans* paint has been a Sensitive Choice partner for more than 10 years. The *Taubmans* Endure products that display the blue butterfly logo have been rigorously reviewed by our independent product advisory panel and proven to offer a potential benefit for people with asthma or allergies. This is through reduced contact with triggers, including the smell of paint, mould and some volatile organic compounds (VOCs)."

*Taubmans* Endure paint by PPG that is approved by Sensitive Choice has low VOC emissions of less than 16 grams per litre. It is also low in odour and provides superior protection against mould.

"*Taubmans* Endure paint provides eight-in-one multi-benefit protection that helps to keep our homes clean and healthy year after year," said Cherie Barber. "It has anti-microbial properties, and once dry, the paint actually inhibits the future growth of mould and mildew."

Manufactured on Australian shores by world-leading paint and specialty coatings innovator PPG, *Taubmans* Endure is also engineered with NANOGUARD® advanced technology to provide a strong protective shield against everyday dirt and stains. The paint is wash, stain and scrub resistant, enabling surfaces to be cleaned repeatedly without compromising the quality of the paint finish. It is also currently the only interior paint range in Australia backed by a lifetime guarantee\*, providing extra peace of mind for DIYers.

Painting shouldn't be a stressful experience. Watch the [Healthy Homes video](#) and take uncertainty out of the picture when choosing colours with the [Taubmans Paint Visualiser](#). For how-to guides and videos to help you through each stage of your home painting project, visit [taubmans.com.au](http://taubmans.com.au). For a regular dose of paint-spiration, don't forget to follow @taubmans on Instagram and Facebook.

The *Taubmans* Endure interior paint range by PPG is available nationally from [Bunnings Warehouse](#), [Taubmans Professional Trade Centres](#) and independent paint stores.

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\*Products approved by the National Asthma Council Australia's Sensitive Choice program may offer benefits to people with asthma or allergies; excludes *Taubmans* Endure Doors and Trim.

+Guaranteed against blistering, flaking or peeling if applied on suitable and properly prepared surfaces, according to painted directions. For full terms and conditions please visit: [www.taubmans.com.au/privacy-and-legals/disclaimers](http://www.taubmans.com.au/privacy-and-legals/disclaimers).

**EDITOR'S NOTE:** The Healthy Homes video is available to [download](#). High-resolution photographs and interviews are available on request.



*In the Healthy Homes video, Cherie Barber, AUSTRALIA'S RENOVATION QUEEN™ demonstrates how to get the best results for interior painting projects using TAUBMANS® Endure paint by PPG in low-sheen Chinese Porcelain.*



*TAUBMANS® Endure interior paint by PPG is featured as a preferred choice for home improvement projects in the Sensitive Choice program's Healthy Homes video for National Asthma Week. Taubmans Endure low-sheen paint in Elegant Evening with stencilling in a semi-gloss finish makes a stunning statement for a feature wall.*