

## Down to earth – Background

**Down to earth is a range of decorating products specially designed to be environmentally friendly. The components of the range are manufactured using either sustainable sources or recycled materials and have been produced to ensure that all parts are biodegradable or recyclable.**

More than 35 million paintbrushes are discarded into toxic landfills every year, in the UK alone. This includes over 24 tonnes of Polypropylene, which with no additives is non-biodegradable, toxic to the environment whilst eroding and can take up to 450 years to degrade (dependent on landfill conditions). Whilst Polypropylene has a number of good uses, its key strengths of durability and resistance to fatigue are its enemy when it comes to biodegrading or recycling.

As the importance of sustainability increases, and landfills are no longer a long-term option for waste disposal we need to look at reducing the amount of waste we produce. The most eco-friendly solution would be to reuse products for their life span, whilst Harris brushes come with a lifetime guarantee and 'EasyClean' options, designed to encourage cleaning and reusing; research shows that not all brushes are kept. Keen to address this issue our team developed Down to earth.

Down to earth is manufactured using the best materials and processes available to date. As technology advances we will continue to look at ways in which we can improve our eco-friendly range to make it even more environmentally friendly.

### **Paintbrush and roller handles**

The paintbrush and roller handles are manufactured from 65% cornstarch, which is quite simply starch derived from corn. Corn is a natural, renewable and sustainable raw material that addresses the amount of hazardous substances created or caused during the production process. In normal landfill conditions the handles will biodegrade over a significantly shorter period than Polypropylene; this leads to a reduction in landfill mass.

### **Paintbrush head**

The paintbrush head is manufactured from a mix of high performance synthetic filaments and natural bristles, formulated to be 30% biodegradable without compromising the high quality and smooth finish you would expect from a Harris brush.

### **Paintbrush ferrule**

The paintbrush ferrule is manufactured from steel, which will biodegrade.

### **Roller tray**

The roller tray is manufactured from 100% recycled plastic and can be recycled after use.

### **Roller sleeve**

The roller fabric is manufactured from recycled soft drinks bottles.

### **Packaging**

All of the packaging used in the range is produced from recycled or biodegradable materials and is printed using environmentally friendly print processes and inks.