

## Press release

# Harris brushes are leading the way in the DIY market, with the launch of their innovative eco-friendly range – Down to earth

Harris Brushes are the first to bring to market an eco-friendly range of decorating products. The pioneering Down to earth range will change the face of the DIY market and offers us a green alternative that is competitively priced and doesn't compromise quality. The components of the Down to earth range are manufactured using either sustainable sources or recycled materials and have been produced to ensure that all parts are biodegradable or recyclable.

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, however research shows that not all brushes are kept. Keen to address this issue the team at Harris Brushes developed and launched the new Down to earth range.

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.

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

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.

The paintbrush head is made from a mix of high performance synthetic filaments and natural bristles, formulated to be 30% biodegradable without comprising the high quality and smooth finish you would expect from a Harris brush. The roller tray is manufactured from 100% recycled plastic and the roller sleeve is produced using recycled soft drinks bottles. 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.

Down to earth is available now in B&Q and local DIY retailers. To find out more or to win products from the new range visit [www.harrisbrushes.com/downtoearth](http://www.harrisbrushes.com/downtoearth)

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### About Harris

Harris is a world class manufacturer of decorating products, founded in 1928. For more than 80 years Harris has been the industry leader in innovative product design.

In 1961 Harris was awarded the Royal Warrant in recognition of product excellence. They continue to strive for excellence across an ever expanding range. As the global concern about the future of the environment continues to grow, they have developed a new range of decorating products – Down to earth, a range of decorating products specially designed to be environmentally friendly. As a thriving company with a reputation for leading the way in product quality and innovation, they aim to continue to satisfy the needs of their customers.

*Harris*<sup>®</sup>

**Down to earth**

## 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.



## Down to earth – The range

### Roller set

#### Tray

100% recycled plastic

#### Handle

Biodegradable cornstarch and steel

#### Sleeve

Recycled soft drinks bottles

#### Packaging

Recycled board printed with soya inks

#### Size available

9" x 1.5" dia./229mm x 38mm dia. – £2.99

### Brushes

#### Handle

Biodegradable cornstarch

#### Ferrule

Biodegradable steel

#### Bristles

Synthetic filaments and natural bristles

#### Packaging

Recycled board printed with soya inks

#### Sizes available

1"/25mm brush – £0.99

1.5"/38mm brush – £1.39

2"/50mm brush – £1.79

3"/75mm brush – £2.39

3 brush pack – £3.49



Harris®

Down to earth