



# Welcome home

Natural living - with AURO ... naturally



# AURO



Passion for natural paints



### **Houses can breathe**

My home is my castle, they say, and even more so with AURO paints that provide “breathing” surfaces without smelling like plastic. Unlike conventional paint producers we use predominantly sustainable raw materials from the plant world in our products. The effects of colours and surfaces created by the natural pigments and care substances we use could not be achieved with synthetical additives. The pleasantly mild fragrance of AURO products already turns the application into a pleasure. There is no better decision to be made for your well-being. Experience the manifold ways AURO offers for living healthier and more beautiful.

# AURO Pflanzenchemie AG – a pioneer for healthy buildings



## „Love what you do“

Love what you do – this slogan inspires and accompanies us day by day. We are convinced that you can only love what does you good – common pleasures, a comfortable home, the riches of nature. As the leading manufacturer of natural paints, AURO wants to enhance the quality of living with warm, breathing wood surfaces, natural plaster walls without pollutants or gaily coloured furniture.

Our philosophy includes looking at paint in a holistic way, starting with the formation and extraction of raw materials and ending with the disposal of product residues. We show that paints, stains, oils and waxes, as well as cleaning, care and maintenance products, can be highly effective and, at the same time, more sustainable than the conventional products on the market. We offer well-tolerated, ecologically compatible premium products for use within the house or outside. Since AURO's foundation in the year 1983, we have been working to find natural solutions for nearly all fields of application. Be it new constructions or renovations, AURO offers reliable coating materials in the highest possible ecological and technical quality. For the benefit of our customers, we refrain from using synthetic irritants or pollutants.

## Natural values

Living with AURO also encompasses the pleasant task of creating one's own comfortable home with precious colours. Therefore our research and development team develops innovative products in various fields of application. Their success becomes obvious in the manifold positive test results our products have received from do-it-yourself journals and leading German consumer magazines. Here it becomes clear that natural products can easily meet all technical challenges at least as good as conventional products and add their excellent ecological features as an extra advantage, e.g. that dried product residues can be composted.

We are committed to this easy and effective principle because we are sure that the future belongs to natural and sustainable raw materials. Spend some time for your quality of living and become acquainted with AURO. Welcome in your new natural home.

## Natural raw materials

For three decades already, AURO has been following the seminal concept of using predominantly organic and mineral raw materials to manufacture a wide range of paint and related products. This makes AURO the pioneer in the field of ecological research and development of high-profile, marketable paint materials.



# Biodiversity and the cycle of raw materials



## Living and working in accordance with nature

The name AURO does not just stand for paint but for consciously living and working in accordance with nature. Modern concepts of living and the sustainable use of raw materials are no contradiction, just the opposite: A future worth living in asks for new ideas and strategies to leave behind an intact environment for the generations to come. Just as the power supply, the products for building and renovation should not feed on exhaustable raw materials but should come from renewable sources. These materials are available in our biosphere in a great variety of species, namely the plants.

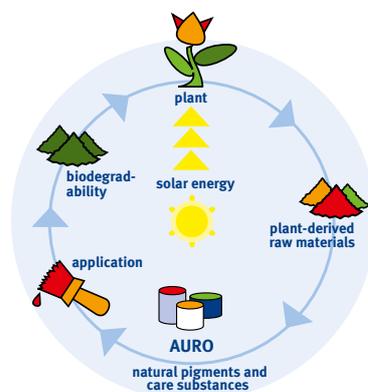
## Residues become compost

The raw materials AURO uses are extracted and processed following the criteria of sustainability. The oils, resins, waxes and pigments we use come from the raw material cycle of nature and can be re-integrated without problems in this

cycle when the product's life cycle is over. AURO products can be composted in dried state as well as wood treated with AURO products.

The long-term effect of synthetic paints is nearly unpredictable whereas AURO products constitute a safe investment in the future. The important raw material linseed is harvested not far from our company site which means that only little additional transport energy has to be spent. Wherever possible we use rainwater in our production facilities and thus spare the precious drinking water resources.

You are invited to see it for yourself. Visit our website [www.auro.de/en](http://www.auro.de/en) or come and visit us in our shop and showroom. We look forward to welcoming you here in Braunschweig.



## The AURO cycle of raw materials

An investment in the future and a crucial argument for responsible consumers, builders, architects and contractors: Dried AURO products and all wood materials treated with AURO products can easily be composted after the end of their product life cycle. Thus they return into the natural cycle of materials.



### **Think about tomorrow, act today**

AURO's responsibility and commitment for acting in an environmentally aware way of course go far beyond the use of natural and mineral raw materials. It is rather our aim to bring the manifold challenges presented to the company in accordance with the special requirements of sustainable management. A vital issue is the generation of energy from renewable sources.

# AURO points the way



## CO<sub>2</sub> footprint: perfectly balanced!

AURO has been sourcing green electricity since 2012, currently supplied from the local provider BS Energy/Naturstrom. In combination with the photovoltaic plant on the roof of the building, this makes AURO a company using exclusively energy from renewable sources. The BS Energy/Naturstrom certificate states that two years of sourcing green electricity instead of conventional power sources (nuclear, coal etc.) saves the environment 209 tons of CO<sub>2</sub> and 206 g of nuclear waste.

As we speak of CO<sub>2</sub>: As early as 2007, AURO was the first paint manufacturer worldwide to be certified as carbon neutral company by the Climate Neutral Group. Since then, we have made many efforts to keep our CO<sub>2</sub> footprint as small as possible.

A major part of this is the cooperation with companies like Interseroh or Belland Dual who organise, monitor and assess the recycling of packaging materials put in circulation by AURO. The CO<sub>2</sub> savings are regularly calculated and confirmed in annual certificates. It makes us happy to support biodiversity this way and to effect the climate in a positive way.

## Ecology down to the last detail

AURO uses oils from controlled biological cultivation and thus continues to use certified organic raw materials. The oils are used in many products so that a large part of the AURO range profits from that. Prestigious organisations like ECOCERT and IMO regularly control the oils and thus guarantee the constantly high grade needed to maintain the measures of quality required in our production processes.

## Cooperation with the Nature and Biodiversity Conservation Union

The natural diversity of species is something AURO as an ecologically oriented enterprise cares about. It is not just that flora delivers most of the natural raw materials our paints are made of but also the fact that an intact flora is important to maintain the ecological balance and an intact environment. This is why we collaborate closely with the NABU (German Nature and Biodiversity Conservation Union). This fits together perfectly: The NABU has been advocating environmental issues for more than 100 years, and AURO makes its contribution to environmental protection by implementing its strictly ecological and sustainable company philosophy.



## For the benefit of man and nature

If you want to know more about the cooperation between AURO and NABU, or if you are interested in the NABU's work in a general sense, please see [www.nabu.de](http://www.nabu.de). English language information can be found here: [www.nabu.de/en](http://www.nabu.de/en).

**Natural living - with AURO, naturally.**

Shape your life in a completely natural way – with the help of AURO products. If you want to paint your walls, give your terrace a fresh look, or just clean the bathroom – with AURO's products made from natural, sustainable materials you do something for yourself and for the environment.



# Living with AURO



**COLOURS  
FOR LIFE**

## AURO's world of colours - online

„Living with AURO“ is the headline over a section of our website [www.auro.com](http://www.auro.com) that informs you about **current trends** and gives you interesting **tips and tricks** for various product applications. In a number of videos, our technicians show how easy it is to work with AURO products.

You will also find the **“Colour Designer”** there, an interactive tool that helps you to define the AURO products needed to put your favourite colour shades into practice. Many colour tones are accessible online that can easily be mixed. Just select an interactive living area and try as many colour shades as you please from our wall paint range or beautify furniture and wooden surfaces with Woodstain, Gloss or Satin paints. Once you have found your favourite colour tones, print out your personal choice of colours and products as a “shopping list”.

## COLOURS FOR LIFE

When it comes to coloured wall paints, AURO offers a very easy option for those who do not want to do the mixing by hand. The COLOURS FOR LIFE Premium wall and ceiling paint is available on demand in 790 ready-mixed shades that are displayed on our website and, as real painted samples, in the COLOURS FOR LIFE colour tone fan. On our website, you can try out each colour tone in 10 different living environments to get a better impression of its actual effect on a larger wall surface. Be invited to visit [www.auro.com](http://www.auro.com) for a creative journey through 790 colour shades. You will surely find your favourite COLOURS FOR LIFE.

## All about AURO

Do you want to know the stories behind the raw materials we use? Do you want to have a look at reference objects done with AURO products? Or is it information and helpful advice on the application of products you are searching? Just visit our website [www.auro.de/en](http://www.auro.de/en). It's all there!



## A picture is worth a thousand words

We put this proverb into action and offer you several application videos on our website. Step by step, you can follow the examples of applications shown by our experts.

# Furniture and wooden surfaces



Natural treatment. Optimal protection.



## Good for man and nature

Preferably, furniture made of solid wood should be oiled and waxed to get the best protection and resistance to the daily tear and wear they are subject to and thus maintain their value for a long time. Tables and worktops are best protected against moisture or foodstuffs by natural **oils and waxes** from AURO – the best choice for kitchens and worktops subject to heavy duty.

For a colourful design of valuable furniture, there is nothing better than precious **paints and stains**. You can choose between a covering or a transparent coating, a glossy or a satin finish, and between various colour tones, according to your taste. AURO cares for a good conscience because our Aqua paints and stains are solvent-free and water-dilutable which makes them particularly environmentally safe. Given the mild scent and the certification according to the EU toy norm EN71 pt. 3, they are ideally suited for use in children's rooms.

## AURO Woodstain

The AURO Woodstain is available in many harmonious colours that can easily be mixed among each other to create a great variety of colour tones. The Aqua Woodstain no. 160-84 (brown) was even nominated "test winner" in Germany's most prestigious consumer magazine *test* (ed. 5/2006). This excellent result confirms our company philosophy of a sustainable choice of raw materials.

The woodstain is certified in line with EN 71, pt. 3, the so-called 'toy norm', and can therefore also be used without worries on toys or surfaces in children's rooms. In exteriors, it has an excellent weather resistance.



## Colourful and weatherproof

It is not just the furniture in living areas that takes a lot of punishment and has to be protected appropriately. Your outdoor furniture has to withstand wind and weather and needs protection, too. **AURO's Garden furniture oil and Terrace oil** protect the wood from sun, rain and the marks of daily use. Regular care will ensure that you can enjoy your outdoor furniture and terrace on many cosy summer evenings.



## AURO Colour Designer – Let your imagination run free

The AURO range gives you unlimited possibilities for the colourful design of wooden surfaces. With the help of our interactive Colour Designer on **www.auro.com**, you will easily find your favourite colour tone of AURO paints or stains. The colour effect can be tested beforehand in different living areas.

# Wooden floors

First class finishing. Sustainable care.



Natural wood is present in many forms and manifestations and is a central material in a beautiful home. It is still one of the most modern materials the world has to offer. Be it precious parquet or homely floorboards, a wooden floor not only looks good but also is very pleasant to the touch and gives any home a cosy atmosphere.



## Tips, trends and videos

Up-to-date recommendations from experience can be found in the section **“Living with AURO”** on our website. In the “handy tips” section, we share some **tips & tricks** from practical experience with you. You will find information on surface preparation, tool cleaning or the perfect sanding of a floor prior to an oil or wax treatment.

On our YouTube channel, **“AURO TV”**, you will find video demonstrations on the topic of oiling and waxing of floors, about creative wall design techniques, paint or stain applications, and also videos about the company and our raw material philosophy.

## Typically AURO

**AURO oils and waxes** give floors a natural treatment and are therefore first choice for modern living. Natural floor treatment is characterised by a lively interaction of the grown natural material and imaginative design. We recommend our advanced solvent-free **PurSolid oils and waxes**. They protect the natural material wood in a way that fully maintains the characteristic haptic perception and warmth of the wood. Surfaces are not sealed airtight but are left breathable and thus contribute to a healthy indoor climate. These are product characteristics esteemed for good reason by professionals as well as laymen among the users.

For every type of wood, every kind of flooring and every degree of tear and wear, AURO has the right natural product to maintain the beauty and value of your wooden floors.

**Tip:** Why not try cork as a wear-resistant material full of atmosphere as an alternative to solid wood. AURO oils, waxes and care products are perfectly suited for use on this natural material as well.

## Cleaning, care and maintenance

These days, more and more people suffer from allergies and respiratory ailments. The more important it is to have gentle products for the cleaning and care of surfaces in the house. Solid wood floors can easily and effectively be cleaned and maintained with emulsions, soaps or mild care products from the AURO range. The power of nature lets even strongly soiled surfaces look like new again.

# Walls and ceilings

Design for your well-being.



With our special **High-grade lime tinting bases**, you can match impressive, lively colours in unlimited shades and thus create an optimal indoor environment quality you will never want to do without again.

## The creation of colourful effects

Colours belong to life just as atmospheric music or alluring fragrances. The right colour composition and a bit of imagination can give every part of the house its own atmosphere. Our ecological paints set the perfect stage for a healthy indoor climate in your home. They consist of organic and mineral raw materials, produced according to the principle of the least possible load for man and environment. Synthetic pigments and toxics are left outside.

Be it traditional or innovative, urban or rural, oriental, mediterranean or rooted in one's own region: There are nearly unlimited possibilities to create moods with AURO wall paints. Strong or pastel colours, subtle or luminous, in any case individual impressions can be created with the lively tinting paints, transparent colour wash plant glazes or special application techniques. No matter if the base coat is a simple wall paint or a grained plaster, the result will be impressive.

## Innovation – AURO's own binding agent Replebin®

With the support from the German Federal Ministry for Economic Affairs and Energy's central investment program for small and medium-sized businesses (ZIM), we managed to develop the innovative biogenic binding agent for coating materials, Replebin®. The new production unit for biogenic binding agents required an investment of 1.1 million EUR. The ultra-modern biogenic binding agent sets new standards of technical performance in AURO's wall paint range.

## Walls can breathe again

One of the outstanding characteristics of AURO paints is that they contribute to a better indoor climate. Walls and ceilings are not sealed airtight but supported in their natural ability to regulate the indoor climate. This is especially true for the **AURO High-grade lime range**. Therefore these products are especially suited for the prevention of mould infestations. Of course the lime range can also be given a colourful eyecatcher.



## The next step - COLOURS FOR LIFE

The binding agent Replebin® was also the prerequisite for the development of a new machine operated colour mixing system. The combination of the new binding agent and a number of new mineral pigments made it possible to widen the AURO colour spectrum immensely. The COLOURS FOR LIFE system now offers a wide range of 790 colour shades to choose from. They are displayed on our website [www.auro.com](http://www.auro.com) and in the colour tone fan with real painted samples. Contact your local distributor for AURO wall paints.

# Brilliant ideas

Biological, powerful cleaning.



## Cleaning, care and maintenance – all round the house

Special cleaners and care products from AURO ensure that your wooden furniture and floors remain in excellent condition even after a year and a day. But running the household also consists of a lot more things that you have to deal with every day, from stainless steel surfaces and ovens to bathroom ceramics. Isn't it good that all AURO products do without the burdensome chemical mixture that most standard cleaners contain. **"Brilliant ideas"** is the programme we have developed for you, so that you don't have to do without AURO quality in your everyday life.

Your skin gets in touch with household detergents, special cleaners, degreasers and various care products day by day, and also with things that were treated with these products, like exhaust hoods, sinks, pots etc. The AURO range can make life easier for you. Our products take their effective power from natural ingredients and are therefore particularly gentle on the skin. They only have those ingredients that are necessary for a good result but leave out synthetic scents and irritants that can harm the skin, as well as many unnecessary substances prone to cause allergies.

### What a brilliant idea

AURO's Cleaning, care and maintenance range is the perfect combination of technically mature high quality products and consistently ecological characteristics.

### For the sake of the environment

By using AURO products you also contribute to the reduction of environmental damage because our products are of course biologically degradable. Thus an additional water load is avoided and all ingredients are returned into the natural cycle according to AURO's main principle of a perfect cycle of materials.

# Glues and special products



Everything good under one roof.



## Discover AURO's variety of products

Our product range is as diverse as nature itself that provides its ingredients. We continuously strive to develop and produce for you first-class products for all areas of living so you can share AURO's ecological and quality principles whenever possible. Be it the glueing of wallpaper, the thorough cleaning of brushes, the removal of mould or the cheerful colouring of Easter eggs with the children: The AURO range has the right products to answer most wishes.

If carpets, tiles or linoleum have to be laid you stay on the safe side with AURO glues. They have the same natural and protecting characteristics you already know from our paint assortment. This is also true for our special products for various applications, e.g. oils for the refinement of clinkers or unglazed tiles on the terrace. The oil has a priming effect and provides additional protection for the precious material.

On rough sawn wood façades of residential houses or summer houses, AURO's Swedish red gives the typical Scandinavian look. The colour intensity of this matt paint depends on the weather: on dry days it is lighter, on wet days darker.

## AURO's reliable anti-mould programme

AURO's anti-mould system Pur-san<sup>3</sup> has three components in a convenient box for reliable mould removal: Mould eliminator No. 412, Mould stop No. 413 and 1 l of AURO Anti-mould paint No. 327.



## Likeable Swedish

The "Swedish look" is perfect where window frames and doors are set off white against the Swedish red. Good to know: **AURO's Swedish red** is the ecological alternative to the original paint from Sweden that is a byproduct from ore mining and can contain heavy metals.

## Website

Our English website [www.auro.de/en](http://www.auro.de/en) holds a lot of information for you. You can browse through the „Living with AURO“ section to find the Colour Designer, current trends and many helpful tips and tricks.

Get inspired! Choose your favourite colour shade in the COLOURS FOR LIFE section or check possible colour combinations in living areas and on terraces with the Colour Designer until you find the perfect match. And to make sure that nothing goes wrong with your decorating job, you will also find videos on the proper application of our products.

# Tools and accessory



Professional equipment for you.



## Accessory for successful colour creations

The best violin can only produce wonderful music if it is played with the correct bow, and the preparation of a perfect dinner demands excellent kitchen utensils that can be relied on in every situation. It is just the same if rooms need to be renovated. Therefore we offer you the professional tools and accessory needed for every application so your colour creations get the best results and bring you long-lasting pleasure. It is the interaction of all these little components that gives the paint job its perfect “flow”. The made-to-last equipment we offer ensures that the work is not spoiled by a brush losing its hair or a paint roller giving off fluff during the paint application. Technically mature rollers and brushes support an optimal painting result. AURO tools and accessory is perfectly suited for the workmanlike employment.

## AURO distribution partners worldwide

On [www.auro.com](http://www.auro.com), you will find the „AURO Worldwide“ section that leads you to our distribution partners in many countries all around the world. Our partners are ready to assist you with their professional knowledge on AURO products and application techniques. They will give you valuable advice on ecological building materials and the use of AURO paints, stains and care products.

## The AURO Channel

On our YouTube channel, “AURO TV”, you will find interesting and informative application videos on various topics. Come and see us there. [www.youtube.de/aurotv](http://www.youtube.de/aurotv)





### AURO Pflanzenchemie AG

AURO is the pioneering enterprise in the field of consistently ecological paints and related products. AURO's paints, stains, oils, waxes, cleaning and care products show that products manufactured from natural raw materials are highly efficient and more sustainable than nearly all conventional products on the market.

Brochure presented by:

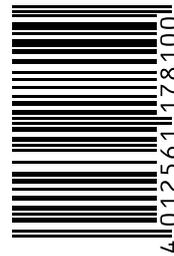


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