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Press Release

New “Green” Coatings Outperform Industry Competition for Residential & Commercial Painting

Atlanta, GA August 4, 2008 – Headquartered only miles from the heart of downtown Atlanta, Eco-Protective Products, LLC is a coatings manufacturer in relentless pursuit towards the development of environmentally friendly coatings that demonstrate exceptional performance characteristics and surpass conventional paints in numerous categories. Following years of laboratory research and development, the company announces plans to seek certification of its Platinum Exterior 1000, PE-1000, under the GS-11 Green Seal™ Environmental Standard for Paints and Coatings.

Long heralded for the city’s forward thinking initiatives in the field of Green Building, it is little surprise that Atlanta plays home to the emergence of such a decidedly innovative engineering breakthrough in the painting industry. According to James D. Burrell, CEO of Eco-Protective Products, these “long-lasting, structural coatings protect, enhance, waterproof, and weatherproof buildings.” Burrell attributes the coatings’ exceptional performance to the company’s commitment to using only the highest quality raw materials available coupled with the “infusion of proprietary ceramic micro-beads which enhance the coatings’ strength, abrasion resistance, reflectivity, and durability.”

Opting for quality materials over common, cheaper paint ingredients allows for the production of exterior coatings long desired by both the residential and commercial real estate markets: an environmentally friendly, No-VOC exterior coating that achieves superior results compared to against more traditional, less “green” alternatives. Eco-Protective Products offers just that; PE-1000, the company’s bestselling exterior paint, demonstrates extraordinary adhesion to a variety of surfaces, superior resistance to water penetration, salt abrasion, and mold and mildew growth, while allowing trapped water vapor to escape the structure. Moreover, the coating exhibits highly reflective properties which enable it to reflect up to 90% of the sun’s damaging UV rays and radiant heat, resulting in maximum energy savings.

Whereas traditional paint needs to be reapplied as often as 3 years, PE-1000 exhibits longevity of 15 to 25 years while maintaining the curb appeal of a freshly painted structure throughout. Burrell jokes that “if we were in the business of manufacturing batteries, we would have just developed the 50 year battery. That is the level of advanced technology and long-lasting durability our products bring to the coatings industry. ”

Burrell appeals to environmental enthusiasts stating that “the eco-friendly nature of our coatings goes beyond chemistry.” His explains further: as a result of painting much less frequently, “we can reduce the carbon emissions from shipping the raw materials and manufacturing the product, decrease the amount of vehicles on the road driving to and from job sites, and finally eliminate unnecessary waste left over after a structure has been painted.”

In both residential and commercial applications, most customers recover their full investment in just one painting cycle and often see tremendous savings in exterior maintenance costs and through the reduction of their power bills.



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Eco-Protective Products' advanced coating technology finally brings the consumer driven marketplace an environmentally friendly solution that is also economically sensible.

Information regarding the company's various lines of interior and exterior coatings can be found at www.ecoprotectiveproducts.com.