

Jotun Paints supports 'Green Building' concept in Qatar

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Jotun Paints, one of the world's leading producers and suppliers of paints and coatings, has announced its strong support for the implementation of 'green building' concept amidst Qatar's nationwide movement to adopt measures adhering to international 'green' building standards.

• Eirik Kristensen, Regional Marketing Manager - Middle East, Jotun Paints.

In line with its efforts to promote eco-construction, the leading paint manufacturer has urged property developers to become 'green compliant' by implementing Jotun's environmentally-safe paint solutions in their projects.

Jotun's most popular eco-friendly paint brand is Jotashield Thermo, a product that has relatively low levels of Volatile Organic Compounds (VOC) amongst all products in the market. The absence of hazardous chemicals such as mercury, lead and cadmium in Jotashield Thermo improves the indoor environmental quality of a structure by lessening dangerous emissions that have been proven to cause numerous health problems.

Further, Jotashield Thermo is equipped with thermal insulation properties, which deflects heat and reduces interior temperature and cooling costs, and provides high resistance to corrosion, heat shock and chemical changes, thereby making a building more energy efficient. Jotashield Thermo is also lightweight, water repellent, and breathable, with superior anti-condensation and crack bridging ability (upto 0.6mm) that prevents structural damage.

Commenting on Jotun's plans to contribute towards sustainable development, Eirik Kristensen, Regional Marketing Manager - Middle East, Jotun Paints, said,

"As a global corporation with a fully-developed CSR and environmental policy, we are totally committed to providing innovative solutions that address challenging environmental issues, in line with the Qatar Governments' environmental protection and sustainable development initiatives. We are investing more than \$25m annually towards research and development to improve our paint range and make our paint range as eco-friendly as possible. Jotashield Thermo has been the result of intense research to provide our customers with acceptable and unique solutions for their specific painting requirements, and we are optimistic that developers will adopt environmentally friendly practises, which present both economical and environmental gains."

Developers in Qatar are looking at a whole-building approach to sustainability by recognising performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection, and indoor environmental quality. Jotun has a clear mandate to support environment-friendly construction and contribute towards the regulation of environmental issues arising as a result of the tremendous boom witnessed in the construction and real estate sector over the years.

"We are ready to supply our clients with paint solutions that adhere to 'green building' standards. Through our support for environment-friendly construction, we are hoping to strengthen our overall commitment to protecting the environment as well as setting a trend among other firms to pursue eco-friendly initiatives as a significant part of their corporate social responsibility efforts," concluded Kristensen.

Jotun has been at the forefront of developing paint products that are specifically formulated to suit local weather conditions, including a variety of conventional and specialized coatings that can withstand the extreme heat of the Middle East region. Utilizing the latest technological innovations in paint production, the company has used Jotashield Thermo in a diverse range projects in the Middle East, including Truck Inspection Centre and Sharq Towers in Qatar and the Rashid Hospital Emergency & Trauma Center in Dubai.

(AME Info)