

Paints & Coatings



AFM Safecoat® paint

AFM Safecoat paint was developed in the early 1980's to specifically address the concerns of chemically sensitive individuals. Known as a "premium-grade" finish, Safecoat can be easily applied by any painting contractor or individual who has experience with other water-based latex paints.

This paint is offered in three sheens: flat, eggshell and semi-gloss. AFM also manufactures three primers that are used for various surfaces, and should be used in conjunction with the paint for proper adhesion.

Advantages

- Available in more than 1,000 factory colors, or can be tinted to match thousands more
- Used extensively by the most sensitive of individuals
- All sheens are enamels – flat is just as washable as the semi-gloss
- Sold as being completely free of any regulated or unregulated health hazards or toxins – not just a low- or zero-VOC paint



(See reverse for details)

safecoat

Vendor:

AFM Safecoat
www.afmsafecoat.com
3251 Third Ave.
San Diego, CA 92103
(619) 239-0321

Standard for category:

Water-based latex paint

Independent certification:

indoor advantage gold by scs

Years in service: 25+

Target user:

DIY and professionals

Price Code:

115: Priced 15% higher than comparable premium-grade water based paints

Product Summary:

AFM Safecoat is available in flat, eggshell and semi-gloss wall paint. The material is packaged in quart, gallon or a 5 gallon pail sizes. AFM uses zero-VOC colorants to tint the product to thousands of colors. AFM produces several specialty primers that work with the paint, as well as a myriad of specialty coatings and sealants.

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Degree of Green™ Details for AFM Safecoat® Paint



Health Since the early '80s, AFM has been producing paints, coatings and specialty sealers that are specifically geared toward individuals with chemical sensitivity, aka MCS or Environmental Illness. By eliminating all typical ingredients that are considered to be unhealthy to humans, AFM targets the customer that wishes to live a healthier INDOOR environment. Even though there are zero-VOC paints on the market, those products may still contain ingredients that are, or can be, extremely dangerous to humans. Plus, AFM Safecoat Paint will significantly reduce or eliminate outgassing from the substrate or existing paint.



Sustainability Since AFM Safecoat Paint is considered an enamel finish, the cured film tends to last longer before re-painting is necessary. Thus, less material is used in the long run and less waste is generated. Just make sure you love the color!



Environment Although AFM Safecoat products are designed around the principal of human health first, the company still goes out of its way to produce its products so that they meet the most stringent air quality regulations. The paint is approved for use under the California High Performance Schools Initiative as well as any LEED project. Plus, AFM doesn't test its products on animals. The only drawback we could find is that the product is 100% synthetic, which means that folks wanting natural paint will have to look elsewhere.

Disadvantages

- Currently only available through fewer than 100 specialty stores across the US, Canada, Japan and Germany. Check the factory website for a location in your area
- A bit pricey when compared to run-of-the-mill water-based paints
- The standard colors tend to be a bit outdated, however, the new Ayurveda Essence color chart has added 108 exciting colors
- This color system is relatively new, so it may be a bit trickier to find
- These paints are sophisticated, so make sure the painter reads the directions!

Conclusion

AFM Safecoat certainly scores many points for its quality, durability and focus on human health. However, AFM just doesn't have the marketing and retail locations like the big paint makers. If health of the occupants is your chief concern, then this should be your selection. Just make sure you are willing to plan a bit ahead of time, in case the paint has to come from outside your town.

www.safebuildingsolutions.com

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The Degree of Green™ Rating System

- 1° = Limited** This product has little to no green benefits in this category.
2° = Select This product has some measurable green benefits in this category.
3° = Advanced This product has some advanced green benefits in this category.
4° = Premium This product is considered to be in the top tier of green for this category.

The Degree of Green™ ratings designate the degree to which the rated product stacks up against traditional materials, as well as to other green products in the same category. There are many reasons a product is considered green. The Degree of Green™ Rating allows you to choose what green attribute is most important to you, then will act as your guide toward that goal. The ratings are based solely on the opinions of these nationally known green building experts:



Lyn Falk
Producer/Creator
PBS "Healthy Homes"



Andy Pace
Owner/President
Safe Building Solutions



Michael Fallarino
New York State green
builder, color consultant,
holistic healer and author