



***Dulux***<sup>®</sup>

**Committed to  
Sustainability**

**A FUTURE WITHOUT HARM**



Dulux® believes a robust corporate sustainability framework, practice and culture translates to a strong company that delivers for all its stakeholders over the long term. At Dulux®, the core purpose to 'Imagine a Better Place' anchors the approach to sustainability.





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# MEETING THE CHALLENGE OF A SUSTAINABLE FUTURE

*Dulux* is constantly looking for new ways to reduce the environmental impact of its products and activities, with environmental sustainability being a key component of the company's strategy. *Dulux* is committed to ongoing research and development of innovative products that reduce the products' environmental impact while maintaining their outstanding performance. This is evident in the company's proactive transition from solvent-based to water-based alternatives, as well as the introduction of New Zealand's first low-VOC paint in the early 1990s.

Anything worth doing depends on a stable climate, balanced environment, and strong communities. Equally, everything has an impact on people and the planet. From choosing a better paint to re-using, instead of throwing away. From sustainable sourcing of ingredients to responsible disposal.





# ACCREDITATIONS & CERTIFICATIONS

*Dulux* continually develops sustainable solutions to help reduce environmental impact and meet industry standards. Our paints with GreenStar®, Eco-Choice Aotearoa, GreenGuard and Global GreenTag™ certifications can contribute to achieving green building project approvals.

Eco Choice Aotearoa is the official environmental label of New Zealand. It is the only Type 1 ecolabel in the country. At the foundation of Eco Choice Aotearoa are the technical specifications it develops, setting the most stringent, up-to-date standards for environmental compliance in business.

*Dulux* has been recognised globally for two of its flagship environmentally friendly products: *Dulux UltraAir*®, and *Dulux enviro2*™ by Global GreenTag, a third-party eco-labelling scheme that assesses a company's finished products and how they are made. These are the first in Australia and New Zealand to be independently certified by Global GreenTag, one of the world's most robust eco-labels.

A BRANZ Appraisal is a robust, in depth and independent evaluation of a building product or system to assess whether it is fit for purpose and meets Building Code performance requirements.

It gives confidence about a building product or system to specifiers, regulatory bodies, building officials and building consent authorities.

Specialized Construction Products has invested in BRANZ Appraisals for various exterior plaster cladding systems, to make the compliance pathway easier for Specifiers.

Designed to be a powerful business improvement tool, ISO 9001 Quality Management certification helps improve, streamline operations, and reduce costs. *Dulux* was an early adopter and has held accreditation continuously for over 30 years.

*Dulux* is also ISO 14001 certified, which sets out the criteria for an environmental management system. It maps out a framework that a company or organisation can follow to set up an effective environmental management system. *Dulux* was the first paint manufacturer in the Southern hemisphere to be granted this accreditation.



Below: *Dulux enviro2*™ and *Dulux UltraAir*® for environment-friendly interiors through low volumes of volatile organic compounds







## PROUDLY MADE IN NEW ZEALAND

*Dulux* opened its first New Zealand manufacturing plant in Gracefield, Lower Hutt in 1939. Since then, hundreds of water-based paint and coating products have been produced and distributed throughout New Zealand. For over 85 years *Dulux* has helped protect, maintain, and enhance the spaces and places where Kiwis live, work and play.

95% of the *Dulux* water-based paint bought in New Zealand is made in New Zealand, providing the highest quality *Dulux* paint today and in the decades to come. Specialized Construction Products renders are manufactured in Glenfield, Auckland. Some panels and components are imported to our standards.



Below: Making great paint in Wellington since 1939.



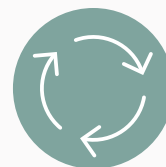
## SUSTAINABLE PROCUREMENT POLICY

*Dulux* has a stringent supplier procurement policy which requires all suppliers to complete a rigorous self-assessment. There are some non-negotiables.

*Dulux* will not purchase from companies using child labour, prison labour, or from those convicted of fraud/bribery or corruption charges. Suppliers beyond a certain spend are audited in person and concerns, if any are addressed with utmost priority.

We are committed to helping eliminate modern slavery by doing everything we can to identify, assess and address the modern slavery risks within our own operations and throughout our supply chain.

Alongside ensuring we work with suppliers who share our Values and approach to ethical sourcing and human rights, we have continuous training and education in place for our own employees in our businesses.



# LIFE CYCLE ASSESSMENTS

Improving the sustainability impacts of *Dulux* products throughout their life cycle (cradle to grave) continues to be a key focus. The approach to product stewardship is driven via an annual product risk assessment process that identifies actions in priority areas such as consumer safety, product misuse, post-consumer waste, raw material impacts, packaging and labelling, and distribution. This stewardship process complements other improvement processes dedicated to the management of chemicals of concern and sourcing risks.

An Environmental Product Declaration (EPD) is an independently verified and registered document that communicates transparent and comparable data and other relevant environmental information about the life-cycle environmental impact of a product.

*Dulux* is currently focused on key sustainability actions, including developing metrics, conducting life cycle assessments (LCAs), and addressing climate-related risks and opportunities. A major part of this effort involves using LCA software to evaluate the sustainability attributes of products across various design scenarios.

Internal LCAs are also undertaken, following the rules of ISO 14044 for life cycle assessment and ISO 14067 for product carbon footprinting. A recent assessment from late 2021, was generated with a 50-year length of assessment, for Weathershield. The main purpose was to compare 10-litre metal and 10-litre plastic packaging for the product, and the calculation of results was based on global settings.





# RISK MANAGEMENT

## SUSTAINABLE PRACTICES

Paint is a double-edged sword in sustainability. Built to last but comes with concerns for toxic elements or proper disposal.

The health and safety of consumers, customers and the environment form a core element of *Dulux*'s business.

## CORRECT WASTE DISPOSAL

*Dulux* focuses on minimising waste generation to reduce the associated problem of waste disposal. Water-based paints may be donated to community groups for graffiti abatement or used for other end-use applications. Some solvent-based paints are sent for solvent recovery and/or responsible disposal, and the packaging is recycled.

### PAINT TAKE-BACK

*Dulux* is proud to offer a Paint Take-Back Service as part of its commitment to the environment. Leftover paint and paint packaging can be brought to any one of the *Dulux* Trade Centres and a few other trade depots, and *Dulux* will recycle, reuse, or dispose of it in an environmentally friendly manner.

All *Dulux* plastic 10 litre and 15 litre pails contain recyclate collected from the sales network. The percentage varies from 20% to 50% depending on regrind material availability.

To learn more about *Dulux* Paint Take-Back Service and the collection points click [here](#).



# PAINT TAKE-BACK SERVICE

At DuluxGroup, sustainable practices are at the heart of our business. Our Paint Take-Back service was established in 2009 and is a service we are proud to offer as part of our commitment to the environment. Simply return your paint packaging or unwanted paint to any Dulux Trade Centre or selected Dulux Trade Depots for Paint Take-Back pick up. Some exclusions apply. Visit [painttakeback.co.nz](http://painttakeback.co.nz) for more information and a full list of pick up points.

Be a part of Dulux's commitment to sustainability by always returning your used packaging.

Our 10 and 15L plastic pails are **100% recyclable in New Zealand** by our packaging partner.



When you return your plastic pails through our Paint Take-Back collection points, you're ensuring that these containers get another life.

More than **2M\*** units of plastic and steel paint packaging had been recycled through the Paint Take-Back Programme since it started.



With your help, we can reach our goal of incorporating at least **50% post-consumer recycled content** in all of our pails by the end of 2025.

As more recyclable pails get returned to us, the more we can ramp up the recycled content in our packaging.



\*Source: DuluxGroup 3R Compliance Report for activity up to Dec 2024



Dulux Customer Service 0800 800 424  
[www.painttakeback.co.nz](http://www.painttakeback.co.nz)





The *Dulux EnviroWash®* System is an innovative, treatment system that turns paint wash-out into treated water and solid waste. It provides painters with an environmentally responsible alternative to traditional methods of washing out painting tools, such as brushes and rollers.

## COMMITMENT TO LOW-VOC PRODUCTS

Dulux has been at the forefront of low VOC paint innovation, introducing low VOC paints such as *Dulux UltraAir®*, *Dulux enviroO<sub>2</sub>®* and *Dulux Wash&Wear®*.





# SUSTAINABILITY TARGETS AND REPORTING

*Kaitiakitanga* is described as guardianship of the sky, land, and sea. *Dulux* aligns itself with this principle of guardianship.

*DuluxGroup* NZ has strategic targets in line with the *Dulux* targets\*\* in the areas of Carbon and Energy, Sustainable Product Development and Waste and Resource Management.

## RESOURCES AND WASTE

- 50% landfill waste reduction by 2030
- 50% recycled/renewable content in packaging by 2030

## SUSTAINABLE PRODUCTS

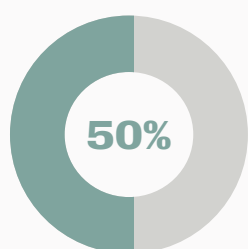
- 20% sustainable product sales in 2030
- 100% new products with improved sustainability impacts or benefits in 2025

## CARBON AND ENERGY

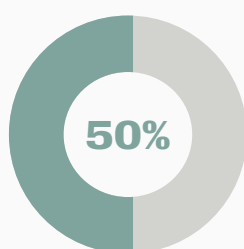
- 50% renewable energy by 2030
- 50% carbon\* reduction by 2030
- net zero carbon by 2050

*Dulux* and Specialized Construction Products shifted to a single electricity provider with 100% renewable energy from January 2022, and the manufacturing plant in 2023. As part of the *Dulux* 2030 carbon targets, 100% of the company owned vehicles were converted to hybrid ones, with plans to explore and trial electric vehicles from 2026.

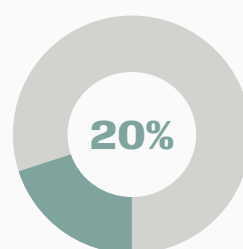
The eco-labels Eco Choice Aotearoa, Global GreenTag and the manufacturing system accreditations like ISO 9001 and ISO 14001, received by *Dulux* are all third-party certifications and follow stringent assessment guidelines.



LANDFILL WASTE REDUCTION BY 2030



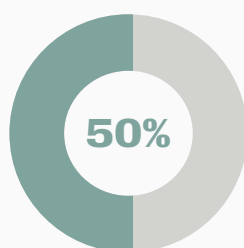
RECYCLED/RENEWABLE CONTENT IN PACKAGING BY 2030



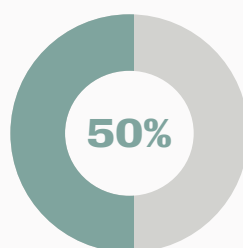
SUSTAINABLE PRODUCT SALES IN 2030



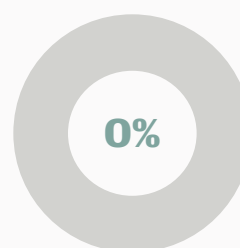
100% NEW PRODUCTS WITH IMPROVED SUSTAINABILITY IN 2025



RENEWABLE ENERGY BY 2030



CARBON REDUCTION BY 2030



NET ZERO CARBON BY 2050

\*Scope 1 & 2 carbon \*\*Targets as on March 2023





## COMMUNITY PARTNERSHIPS

*Dulux* aims to be a welcome and positive participant in all the communities in which it operates. This means sustainably creating products and services to help its consumers ‘Imagine a Better Place’ and contributing to the local communities.

*Dulux* sponsors and partners with not-for-profits, communities, and Kiwi athletes to protect and support the places and things that matter most to New Zealanders.

*Dulux* and the Department of Conservation Te Papa Atawhai have been working together since 2013 to protect backcountry DOC huts, historic buildings, and other facilities for future generations to enjoy. *Dulux* is helping paint Surf Life Saving Club New Zealand, protecting them in the *Dulux* Colours of New Zealand. *Dulux* regularly makes donations to help with projects in the community.

In 2019, *Dulux* became part of Nippon Paint Holdings Limited, part of the world’s fourth-largest (and Asia Pacific’s largest) paint company. Its Safety & Sustainability Charters are created in alignment with the larger group policies and monitored via monthly Safety & Sustainability Performance Reports. Special project groups led by the New Zealand Leadership Team closely monitor the key performance indicators.

*Dulux* recognises that commitment to sustainable management of its financial, environmental, and social impacts is fundamental to the success and well-being of its business and stakeholders. *Dulux* is committed to delivering on its safety and sustainability vision of “A Future Without Harm”.

Below: Dulux® Weathershield™ protecting Department of Conservation Huts across the country.





*imagine*  
a better place

**Dulux®**  
Worth doing, worth Dulux.



The Dulux® team are  
here to support you.  
Visit our website  
[dulux.co.nz](http://dulux.co.nz)

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