



**Paint for  
good.**

**Paintback**  
**Greyscale Paint**

Made from recycled paint -  
that's infinitely good.

[paintback.com.au](http://paintback.com.au)



# About Paintback



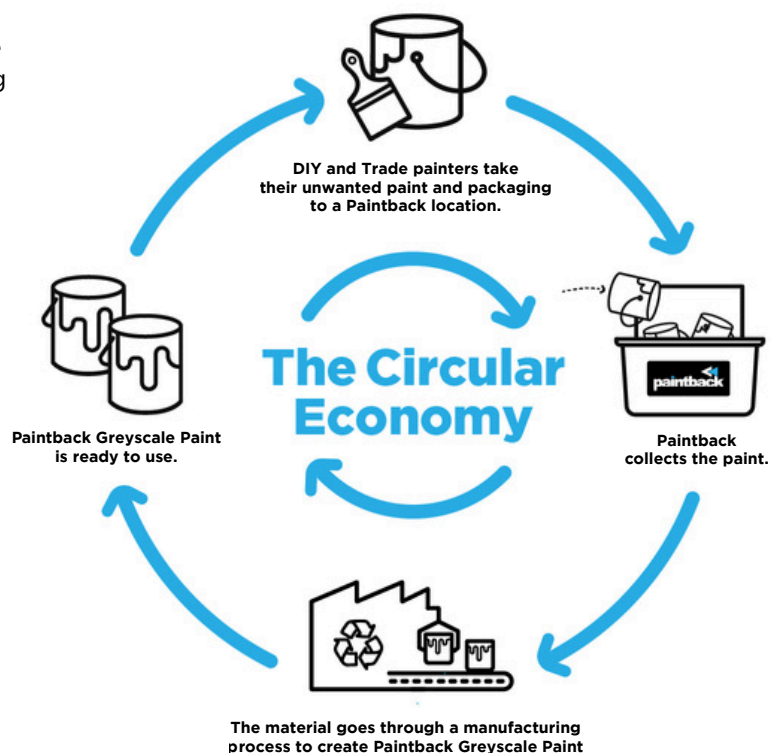
Established in 2016, Paintback® is an industry-led initiative that's transforming the landscape of paint disposal in Australia. Our mission? To divert 90% of unwanted paint and packaging from ending up in landfills and waterways.

Paintback is an independent not-for-profit organisation driven by the Australian paint industry and the major companies that supply around 90% of all the architectural and decorative (A&D) paint sold in Australia. Paintback's founding members are Dulux, Haymes, PPG, Resene and Wattyl.

## Members



**At the heart of our operations is our state-of-the-art Victorian plant, where we carefully collect, sort by type, and treat water-based paints through innovative, eco-friendly processes.**



# Product Summary

<b>Product:</b>	Paintback Greyscale Paint
<b>Recycled material/s contained in product:</b>	100% water-based paint
<b>Use:</b>	Interior and exterior paint
<b>Origin:</b>	Manufactured locally in Melbourne, Australia

## The benefits of Paintback Greyscale



### Circular Material

Created from diverted paint that was collected through the Paintback scheme, preventing it from ending up in landfill.



### Low VOC

Greyscale complies with the VOC limits set by the Green Building Council of Australia.



### Goes On Thick

Paintback's paint applies thick, which means less coats are required to get the job done. Helping to reduce labour and ancillary plant costs.



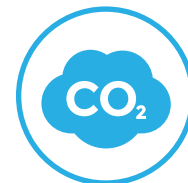
### Competitive Cost

Paintback Greyscale Paint is competitively priced, offering a cost-effective solution that aligns with industry pricing standards.



### High Performance Paint

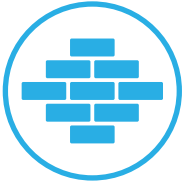
Greyscale offers comparable performance to virgin material and current alternatives, with the added benefit of being made from recycled paint.



### Lower Carbon Emissions

The reduction in virgin material use and local supply reduces embodied carbon by approximately 15kg of CO<sub>2</sub> emissions per 100L.

# Usage Instructions



## Preparation

Surface must be clean, dry and free from dust, oils and grease prior to application.



## Apply

Applies well with a brush or a roller.



## How to Apply

1. Stir paint thoroughly with a flat paddle using an up-and-down scooping action.
2. Cut-in around the edges with a brush, then roll up to the border whilst it is still wet.
3. Apply additional coats as required, ensuring that the previous coat is completely dry before applying.

## Compatible Surfaces\*

- Plasterboard
- Waterproof plasterboard
- Brick
- Cement sheet
- Set plaster
- Fibrous plaster
- Plasterglass
- Timber
- Galvanised steel
- MDF
- Concrete
- Masonry
- Steel (mild) and non-ferrous metals
- Previously painted surfaces

## Pack Sizes

Available in 15L and 1000L pack sizes

\*Users are required to test product on compatible surfaces prior to full-scale use.

## Good for the environment and...



**great for covering graffiti.**



**great for enhancing local infrastructure.**



**great for improving public amenities.**



## Case Study

# Graffiti Concealment

The City of Melbourne has long grappled with graffiti vandalism. Traditional removal methods were time-consuming and used virgin products.

In November 2024, Paintback partnered with the City of Melbourne to trial the use of Paintback's reclaimed water-based paint to combat graffiti. Northbank Central, situated in the heart of Melbourne's CBD, served as the site for the trial, focusing on its apartment building and car park.

Rafael G, the building manager partnering in the project, was impressed by Paintback Greyscale Paints' performance. Applied with standard rollers, Greyscale Paint requires just one coat per panel for complete coverage.

*"Only one coat applied of recycled paint which covered the graffiti with no bleed through. Amazing paint product that is good for the environment given it comes from recycled paint."*

Paintback Greyscale Paint's thick consistency and swift drying time delivered efficient coverage, seamlessly blending into the urban landscape with its grey hue.

This innovative trial not only demonstrated effectiveness but also underscored a sustainable, eco-friendly solution to an age-old urban issue. Paintback's treated reclaimed water-based paint offers a greener method to keep Melbourne's streets pristine.



**Before**



**After**

## Contact Information

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