

Innovation

A market undergoing a green revolution

Reducing the environmental impact in the building sector: a major challenge

- A change encouraged by public authorities
- An evolution in building standards
- A societal trend

Why develop the use of raw materials from biomass?

- To respond to the climate emergency.
- To reduce our dependence on fossil resources by using renewable raw materials.
- To use materials available without conflict of use with other sectors.

A pioneer in the consideration of environmental and health issues

1987, date of the first water-based formulation, marking the start of Blanchon's commitment to offering an alternative to solvent-based products.

2004, the launch of Original Wood™ Environment enables professionals to meet the challenges of France's High Environmental Quality certification sites: analysis of product life cycle, emission-free manufacture, VOC* rates reduced to a strict minimum.

Today, Blanchon continues to innovate and invest in green chemistry by introducing bio-sourced raw materials in the formulation of its products.

*Volatile Organic Compounds

