



# Healthy homes for the future

Natural living - with AURO, naturally.



**AURO**  
my world ... naturally



# Natural living – with AURO, naturally

## Innovation and ecology

AURO is initiator and market leader in the dynamic growth market for natural coating materials. For more than thirty years already, we have been offering ecological products on the highest technological level, developed by our specialists for various fields of application, e.g. construction, renovation, household, hobby or garden.

Our paints, oils, waxes, cleaning, care and maintenance products are manufactured with the highest possible degree of ecological consistency. This makes Auro a pioneering enterprise in terms of ecology and sustainability in the chemical industry.





### Investment in future-proof products

In a groundbreaking research project, AURO managed to develop an innovative biogenic binding agent for coating materials, Replebin®. Part of this development was the installation of a new production unit that required an investment of 1.1 million EUR and now allows us to produce our own novel binding agents as basis for a new generation of AURO paints.

Products based on Replebin® are emission-free and characterised by significantly shorter drying times, better adhesion and a higher durability. Replebin® allows us to produce coating materials on a biogenic basis with product characteristics that are on a par with or even better than conventional products. With this leap in quality, AURO has invested in future-proof product ranges.



# OUR RAW MATERIALS

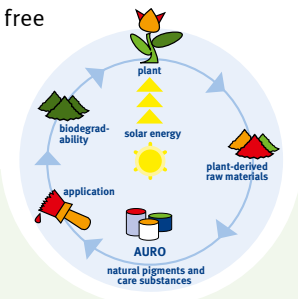
## Sustainability

Throughout the complete assortment, we preferably use raw materials originating from plants and minerals that are extracted and processed as gentle as possible. The raw materials are systematically scrutinised and, given their ecological and chemical-technical suitability, used for the production of high-quality natural paints. Their origin and sustainability is also taken into account.



## Social responsibility

Whereever it is economically and practically viable, the company exercises influence over the concrete social and ecological framework conditions. For AURO raw materials coming from exotic areas of cultivation, we ask our suppliers to sign declarations on social standards that are based on the core norms of the ILO (International Labour Organisation). These norms include the abandonment of child labour, wages that secure a livelihood, decent working conditions, as well as the freedom of association and free negotiations on pay.



## AURO transparency

All important information is to be found on the product labels and on our website. AURO customers can easily find out which raw materials are in the product, which driers are used (of course no cobalt) and which AURO products are suited for vegans.

## A perfectly balanced carbon footprint

Since 2007, AURO has been certified annually as „CO<sub>2</sub>-neutral“ by the prestigious Climate Neutral Group. We charged the group with the calculation of the complete amount of CO<sub>2</sub> caused by the company's activities in a strict sense, e.g. daily commuting, production energy or business trips. These activities are captured and ‚converted‘ into tree units for compensation. Since 2007, we have thus become proud investors in thousands of newly planted trees.



## Electricity from renewable sources

The biggest part of the eco-power we use originates in Norwegian water power. This is a particularly effective way of energy generation because water power is nearly inexhaustible and no CO<sub>2</sub> emissions occur in the process. The TÜV Süd (technical inspection association) formally confirms the proof of origin. As the rest of the eco-power is provided by a photo-voltaic plant on the company roof, we work exclusively with energy from renewable sources.



# Walls and ceilings – designed for your well-being

There is no design element that addresses the soul more direct than an expressive colour. AURO paints provide the best prerequisite for a pleasant indoor climate. They offer manifold possibilities to design and beautify walls and ceilings in a natural way.

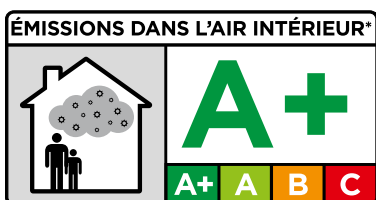
Our wall paints consist of plant and mineral raw materials. They are manufactured following the principle of the least possible burden to man and environment. All ingredients are published and declared. Thus we provide the transparency that is needed by customers who want to know what is used in their homes.





## Grade „A“ for AURO

People spend an average of at least one third of the day within closed rooms, even more during the cold autumn and winter seasons. Therefore it is important to use wall paints of the highest quality that constitute no substantial source for the pollution of the indoor air. In this respect, the so-called „volatile organic compounds“ (VOC) play an important role. These are substances that evaporate easily, i.e. they turn to gas already at very low temperatures, even at room temperature.



Nearly the complete AURO product range, especially the products for walls and ceilings, fulfills the requirements of the **French VOC** regulation and receives the top grades **A or A+**. More than three thirds of the relevant products are graded A+. Moreover, our wallpaints correspond to the **Decopaint Guideline (2004/42/EU)**. On [www.auro.com](http://www.auro.com), you will find a clearly arranged listing of all products that have these or other certifications.

## Recommended for living areas

In order to define a uniform health-related evaluation of emissions from building products for construction and renovation, the German AgBB\* has set up an evaluation scheme. AURO offers products from every field of application that were tested according to the AgBB evaluation scheme and are therefore particularly recommendable for indoor use.



\* Ausschuss zur gesundheitlichen Bewertung von Bauprodukten  
= Committee for Health-related Evaluation of Building Products

# WALLS AND CEILINGS

## Relax, breathe freely, feel well

AURO wall paints are easy-to-apply dispersions and have excellent characteristics for a perfect indoor climate. Wood fibre wallpapers or dry plaster surfaces are good substrates for a classical wall coating. The open-porous surfaces are not sealed airtight, and the mild scent of the paint turns already the application into a pleasure. Moreover, AURO paints convince the user with their high coverage.

### Plantodecor® premium wall paint (524)



- Abrasion resistance class 1
- Durably white
- Emission-free



AURO dispersion wall paint with Replebin is available in two qualities. For standard interior coatings, we recommend our high-grade white **Wall paint (321)**. For particularly durable surfaces, the **Plantodecor® premium wall paint (524)** is the perfect choice. The matt white paints, with their good covering power and minimum tendency to drip or spatter, provide for a perfect coating result. On strongly or unevenly absorptive substrates like gypsum plasterboard, gypsum fibre boards or mineral interior plasters, we recommend to use **AURO Plaster primer (301)** as basis for the follow-up coating.





## WALLS AND CEILINGS



Examples for easy-to-mix colour tone ideas.

### Colour your life

If a pure white coating is perceived as being too plain, the **Full shade tinting colours (330)** for wall paints offer appropriate colour shades for any home. The vibrant, cheerful, or sedate colour tones are made from earth and mineral pigments. They can be used to tint our wall paints or painted as particularly strong full shades on their own.

From hundreds of finely graded hues shown in our hand-painted colour tone books or in the printed colour charts, everybody will find his or her favourite colour tone. Your well-assorted AURO retailer will have the colour tone books or the colour charts available.



### AURO Colour designer

With the AURO Colour Designer, you can give your fantasy full scope. In various simulated room settings, walls, ceilings, furniture or wooden surfaces can be ,painted' in your

favourite AURO colour tones. You can try different products and select your personal colour combination. Let your inspiration be aroused by an abundance of design options.

## Lively, robust and breathable

Our high-grade lime paint range contributes optimally to a better indoor air quality. Only the best slaked lime qualities are used for the production of these products. Due to their moisture-regulating characteristics, they are particularly suited to prevent mould infestation. Moreover, they have a very good coverage and are easy to apply.



### High-grade lime paint (344)

- Natural regulation of indoor climate
- High degree of white, high coverage
- Efficient mould prevention

## Outstanding properties

The first choice for the classical lime coating is our **High-grade lime paint (344)**. It is best suited for highly covering coatings on mineral substrates like lime plasters or lime brickstone. It can also be used on concrete, clay, woodchip wallpaper or gypsum plasterboards. The high-grade quality provides for a high degree of white and a coverage of up to 10 m<sup>2</sup>/L. The specialist magazine „Heimwerker Praxis“ (DIY Practice) tested the AURO High-grade lime paint in its May/June 2013 issue and marked it „Top Class“.



## Free from emissions

Products with purely mineral composition, like the AURO lime paints, are generally emission-free and therefore fulfill the criteria of the AgBB evaluation scheme. Thanks to their moisture-regulating features, they support the indoor climate in an ideal way.

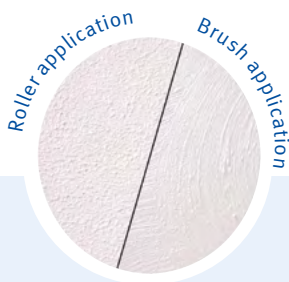


Examples for easy-to-mix colour tone ideas.

## Colourful persuasion

The thrill of the lime assortment lies in the brilliant colour tones of the **AURO Lime tinting base (350)**. They can be applied as full shades or for overcoating. All the lime tints can freely be mixed with each other. The typical character of a lime product and the anti-mould features are maintained.

Because of their natural composition and the excellent lime quality, the lime tints seem to shine from within, a vibrancy the colours maintain for a long time. A bloomy yellow or a light blue can let small rooms appear brighter and therefore bigger. Our colour charts, the corresponding colour tone book and the Colour Designer on [www.auro.com](http://www.auro.com) offer a variety of interesting colour impressions.



## Structural differences

For interior rooms like basements or bathrooms, the ready-to-use **AURO High-grade lime plaster (345)** is well-suited. The decorative grain structure it provides varies depending on the method of application, e.g. by brush or roller. The lime plaster can also be tinted or simply overcoated with **AURO Lime tinting base (350)**.

# Furniture and wooden surfaces – beautify and protect



Wood has always been one of the most natural building products. Each piece of furniture made of wood has its individual texture and the characteristic smell of wood contributes to a pleasant atmosphere. These precious features can be maintained by a protective treatment. With AURO, this can be done naturally.

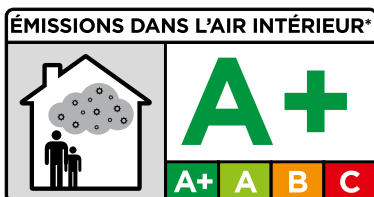
Our paints, stains, oils and waxes get along without any harmful ingredients. Every product label shows exactly what is in the product. This transparency allows AURO customers to find out which raw materials are in the paints they apply in their homes.



# FURNITURE AND WOODEN SURFACES

## A+, naturally...

Our Aqua paints and Woodstains also fulfill the strict criteria of the **French VOC regulation** and receive the **A+** mark. Besides the complete emission of volatile organic compounds, the evaluated limit values concentrate on formaldehyde, toluol and ethylbenzol. With the excellent test results for AURO products, an important contribution is made to avoid interior emissions that can be harmful to people's health.



## AURO – safe and sound

For example, woodstains are very often used to coat children's toys that are made of wood. As the forerunner in the field of ecological coating materials, we had the products that are relevant for this kind of application successfully tested according to **DIN 53160 (resistance to sweat and saliva)** and **EN 71-3 (safety of toys)**. As a consequence, AURO paints and stains can be used without worries to coat wooden toys.



## Atmospheric – versatile - exceptional

For protective, colourful coatings on wood, our natural woodstains are the first choice. Their application is very easy, the paint coat stays transparent and thus lets the specific texture of the wood shine through. In exterior areas, the pigments contained in the woodstain protect the wood from the unaesthetic greying through UV rays. This is why the Woodstain is particularly suited for facades and gables.



### Woodstain, Aqua (160)

- For all wood types
- Good weathering resistance
- Water-thinnable, solvent-free



## Natural wood protection without biocides

The **AURO Woodstain, Aqua (160)** is solvent-free, water-thinnable and quick-drying. The mild scent clearly distinguishes it from conventional woodstains and makes the application even more pleasant. Precious natural ingredients maintain a breathable surface of the painted wood. Be it within the house or exterior, the AURO Woodstain cares for durable wood protection in a variety of colours, without any biocides.



## First things first – the prime coat

Some wood types contain a high share of tanning agents that can prolong drying times of a woodstain coating considerably, e.g. oak, chestnut, cherry. Others contain colouring substances that can penetrate to the surface, e.g. ash, larch or red cedar. To avoid these effects, it is recommended to use the **AURO Special primer (117)** before the Woodstain is applied to these wood types.



All wood types without active substances can be primed with the **AURO Hard primer (127)**. The primer coats form a „barrier layer“ and unify the absorptive capacity of the wood substrate. Thus they provide optimal adhesion and a perfect preparation for follow-up coatings with one of the various colour tones of the woodstain. All colour tones can be freely mixed among each other.

Extract from the colour chart of the Aqua Woodstain.  
All current colour tones on [www.auro.com](http://www.auro.com).





# FURNITURE AND WOODEN SURFACES

## Premium protection: painted surfaces

The classical coating on doors and furniture is a decorative lacquer paint. AURO offers high-grade products that do not make painted surfaces look like plastics. The wood is not sealed airtight but stays breathable. The **AURO Paints, glossy and satin matt, Aqua\* (250/260)** are water-thinnable and solvent-free, very economical and can be applied easily with brush or roller.



### Paints, glossy and satin matt, Aqua\* (250/260)

- For wood and metal
- Mild smell, quick drying
- Water-thinnable, solvent-free

## Wood and metal – interior, exterior

There are many fields of application in exterior areas for the gloss paint. Carports, summer houses or benches shine in a variety of colour shades and brave the elements. Things made of metal can also be painted with the glossy **AURO Paint (250)**. A new coat of paint lets your chairs, fences and railings look like new again.



\* tested according to DIN EN 71 pt. 3 - safety of toys.



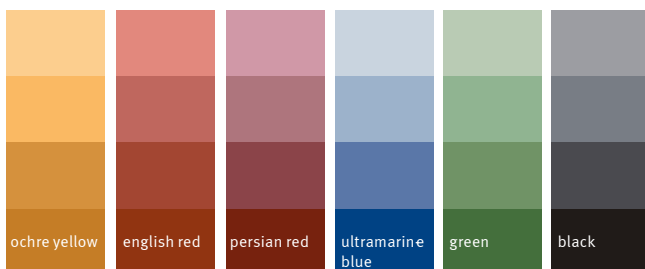
## Many-coloured variety

In living areas, it is mostly white paint that is used to accentuate the style of the interior decoration. In children's rooms, on the other hand, the variety of colours cannot be big enough. Here, it is particularly important to use only paints that are totally uncritical with regard to ingredients, like the AURO Aqua Paints. They are absolutely solvent-free and thus especially well-tolerated by man and environment. To achieve many-coloured tables, chairs and cupboards, the base colours can freely be mixed among each other.

## A solid basis

A secure basis for the paints is provided by the **AURO White undercoat (253)** that gives the follow-up coating perfect adhesion even on irregular surfaces. On wood types rich in active substances, it is necessary to use the **AURO Special primer (117)** before the paint is applied.

Extract from the colour chart of the Aqua Paints. Full tones mixed with white.  
All current colour tones on [www.auro.com](http://www.auro.com).



# Wooden floors – refine and maintain

Wood is a living material which can be seen and also becomes impressively obvious every time we touch it. With a natural surface treatment, the open pores can store air moisture and release it into the room as needed. Precious floor waxes and oils from AURO are first choice when it comes to protecting wood material with a natural product in order to keep its beauty for a lifetime.



Solid wooden floors can also be quickly and easily cleaned. With product compositions that have been tried and tested for decades, your floors can be thoroughly cleaned and maintained with purely organic and mineral essences. The comprehensive AURO product range has cleaning, care and maintenance components for each type of wood, for all kinds of floorings or laying methods.

### For video fans

On our YouTube channel, „AURO TV“, you will find application videos for selected products, e.g. floor treatment with oils and waxes from AURO's product range: **[www.youtube.de/aurotv](http://www.youtube.de/aurotv)**.



# WOODEN FLOORS

## Surface protection – natural and reliable

One of the most popular floor treatments is the oiling of wooden floorboards or parquet. It gives the floor an open-porous, dirt-repelling surface and, at the same time, an appealing look. The AURO PurSolid products provide for a slightly „fired“ colour tone, get along without any solvents and are very economical in use. Due to the natural raw materials they are made of these products have a pleasantly mild smell.



### PurSolid Hard oil (123)

- For all wood types
- Very durable
- Simple application

## As ingenious as simple

With the **AURO PurSolid Hard oil (123)**, applied on untreated wood, durable low-maintenance surfaces can be achieved. The honey-coloured touch the wood gets completes the aesthetic pleasure. The oil has a very good long-term endurance and is also well-suited for cork flooring and highly loaded wood surfaces.



# WOODEN FLOORS



## Water and dirt repellent

Furthermore, wooden floors treated with AURO oils can be refined with a wax application. The wax protects the precious wood from strong mechanical loads. The solvent-free **AURO Hard wax (171)** gives the wood a thin protective layer that improves the resistance of the floor. The highly economical balm made of linseed oil and beeswax provides the floor with an animated high-class lustre and a pleasant touch.

Oiled and waxed wooden floors are long-lasting, natural surfaces that can easily be cared, maintained and renovated. Floors can be sanded down and newly oiled and waxed several times.



## Tool cleaning

When the work is done, brushes, rollers and tools used for the application of floor products have to be cleaned. This can be done with the **AURO Orange oil (191)**. The oil with its natural citrus fragrance can also be used for thinning AURO PurSolid products and for stain removal.

## WOODEN FLOORS

### More spare time with AURO

As diverse as our customers are their particular requirements. Be it the occasional user or the professional craftsman, AURO offers all the right products for every demand. Especially professionals and commercial customers appreciate the economical treatment of bigger surface areas with our „**2 in 1 products**“. In one application step, a wooden floor gets oiled and waxed. This saves time and provides highly durable surfaces that can easily be maintained.



### One-off oil-wax (125)

- Very economical
- For all wood types
- Simple application

The **AURO One-off oil-wax (125)** is the ideal product for the quick craftsman. It can easily be applied to untreated or pre-oiled wood. The subsequent polishing produces a perfect surface in outstanding quality. The oil-wax mixture is solvent-free, highly economical and suited for building objects. It can also easily be used by DIY enthusiasts.



## WOODEN FLOORS



### A fresh scent in every room

The classic product among our cleaners is the **AURO Floor care emulsion (431)**. This is the universal, mild care product for all floors treated with oils and waxes. The economical concentrate cleans, cares and maintains at the same time. In regular intervals, it is added to the warm floor-cleaning water. The mild and fresh citrus scent animates the rooms pleasantly.



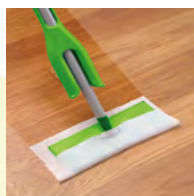
### Floor care emulsion (431)

- Antistatic
- Economical concentrate
- Cleans, cares and protects

### World novelty

#### Clean & Care Wax – moist floor cloths (680)

for easy and hygienic cleaning of wood, cork and laminate surfaces, as well as oiled or waxed wooden floors and furniture. The cloths fit on all standard mop types and consist of **100% compostable** natural fleece.





# WOODEN FLOORS

## Lyes

For light-coloured floors in Scandinavian style, we recommend our slightly white-pigmented lye for new, sanded solid wood indoors. The lye is used before a wood soap is applied. It produces open-porous surfaces that look very light and natural. Due to the different characteristics of coniferous and deciduous wood, we offer two types of lye, **AURO Softwood lye (401)** and **AURO Hardwood lye (402)**.



### Softwood lye (401), Hardwood lye (402)

- Ready to use
- Light pigmentation
- Maintains light wood tones

## Wood soap

**AURO Wood soap (403)** is a plant soap concentrate for application on untreated interior solid wood floors or on floors pre-treated with one of the AURO lyes for hardwood or softwood. It can be used for the cleaning and care of soap-treated surfaces. It is suited for all types of wood.



Should an even lighter look of the floor be required, the **AURO Wood soap, white (404)** can be used. The lyes and soaps are produced from organic and mineral materials. They can easily be applied by brush, roller or mop.

# Brilliant ideas – day by day



As the leading producer of ecological coating materials, natural paints and care products, we manufacture our products with the least possible strain on man and environment. Of course this principle also applies for our cleaning, care and maintenance products in the successful **„Brilliant Ideas“** assortment.

This product range includes special cleaning and care products for furniture, floors, kitchens and bathrooms. All ingredi-

ents are of natural origin and can be re-integrated into the natural cycle of materials. In order to provide maximum protection for the consumer and the environment, only those ingredients are used in the product that are absolutely necessary for a good result. Of course, redundant substances like synthetic fragrances or irritants are avoided, as well as any unnecessary substances that could harm your skin. These products combine technical superiority with the power of nature.

### Biological and controlled

For the production of our products, we also use oils and fats from certified organic farming and raw materials that have an ECOCERT certification and thus guarantee highest biological standards. In addition to that, we often use oils from rapeseed, linseed or soya that are tested by the Institute for Market Technology.



## CLEANING AND CARE

### Rosemary cares for the the cupboard

For oiled furniture, the **AURO Intensive furniture care (662)** is well-suited. The polish contains wax and has a colour-intensifying and antistatic effect. Natural caring substances like rosemary oil or beeswax bring back the high-gloss and thus refine your precious furniture surfaces. The tin can allows for easy dosing and optimal recapping for future use.



#### Intensive furniture care (662)

- Mild smell
- Solvent-free
- For all wood types

### One for all

From time to time, floors need a little attention and care. For this purpose, we have developed the practical all-in-one **AURO Wooden floors cleaning and care (661)**. This oil with a slightly rewaxing effect is suited for the thorough cleaning and mild care of all oiled, waxed or painted floors - powerful against dirt but wood-protecting. Even cotto or laminate floors can be treated or refurbished with this product.



## CLEANING AND CARE

### The joys of baking cakes or bread...

...last as long as they are replaced by the necessity to clean up the mess that is left behind in the kitchen after a cooking or baking session. The **AURO Oven cleaner (66o)** can help to make this task a lot easier. It removes effectfully even the most powerful deposits and burnt-in residues from ovens, grill trays and cooking surfaces. Moreover, it exhales a pleasantly fresh citrus fragrance.



#### Oven cleaner (66o)

- Jet spray device
- Safe for food
- Powerful cleaning

### A dream kitchen: a once-in-a-lifetime purchase

Kitchen worktops and solid wood front panels have to be robust and able to endure a lot of tear and wear. To this purpose, good care is necessary. The solvent-free **AURO Worktop oil (1o8)** protects from dirt and invasive water in a natural way. It brings out the wood grain and creates breathable surfaces for a healthy living environment. The oil has a priming effect on the surface and is very durable. It lets your dream kitchen look beautiful and precious even after many years of use.



## CLEANING AND CARE



### A dynamic pair

Sooner or later, daily use lets PVC or linoleum floorings look unsightly which is why they should be regularly cleaned and cared for. The **AURO Linoleum cleaner (656)** removes even the most stubborn dirt and nevertheless cleans in a gentle way. The **AURO Linoleum care (657)** is the ideal supplement to the cleaner. Thanks to its dirt-repelling protective layer, it makes your linoleum surfaces last a lot longer in a sustainable way.

Both products come in a convenient 500 ml bottle with a practical flip-top that makes dosing a child's play.

### For the sake of the environment

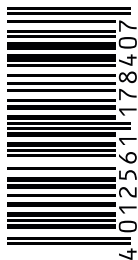
With AURO's natural cleaning, care and maintenance products you are perfectly equipped for the daily household chores.

In addition to that, you make an active contribution to the protection of the environment. All products consist of precious natural ingredients and can easily be biologically degraded. More information on our „Brilliant Ideas“ assortment can be found on [www.auro.com](http://www.auro.com).



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AURO is the pioneering enterprise in the field of consistently ecological paints and related products. AURO's paints, stains, oils, waxes, cleaning and care products show that products manufactured from natural raw materials are highly efficient and more sustainable than nearly all conventional products on the market.

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