



**//ADLER**



**Green paint runs through our veins.**



**Paint runs through our veins: with this philosophy, ADLER has become Austria's leading manufacturer of varnishes, paints and wood preservatives. But there's also a great deal of green flowing through our veins, as environmental protection has always been a high priority at ADLER.**

Johann Berghofer laid the foundation for ADLER over 90 years ago. With more than 730 employees, ADLER has grown from a small paint shop in Schwaz, Tyrol, to a high-tech company that supplies customers all over the world. Much has changed over time, but one thing has remained the same: The passion for paints and the awareness to think about tomorrow today and to act responsibly for the future.

ADLER stands for sustainable entrepreneurship with responsibility for future generations. Resources are conserved with environmentally friendly production methods, traceable supply chains and the processing of renewable raw materials. By working in an energy-efficient manner, ADLER makes an important contribution to climate protection. Emissions that cannot be avoided despite intensive efforts are offset by means of CO<sub>2</sub> compensation. This makes ADLER one of the first companies in its industry that has achieved 100 % climate-neutral production.





**CLIMATE NEUTRAL**  
COMPANY

Certified by Fokus Zukunft / 12048  
Climate-neutral through compensation  
with climate protection certificates



***ADLER does not merely pay lip service to quality, responsible action and social commitment. As is proven by numerous awards and certifications, for which the paint factory regularly undergoes strict inspections.***





# *Contents*

**1** **Acting for future generations**

**2** **Sustainability label green**

**3** **Our green highlights**

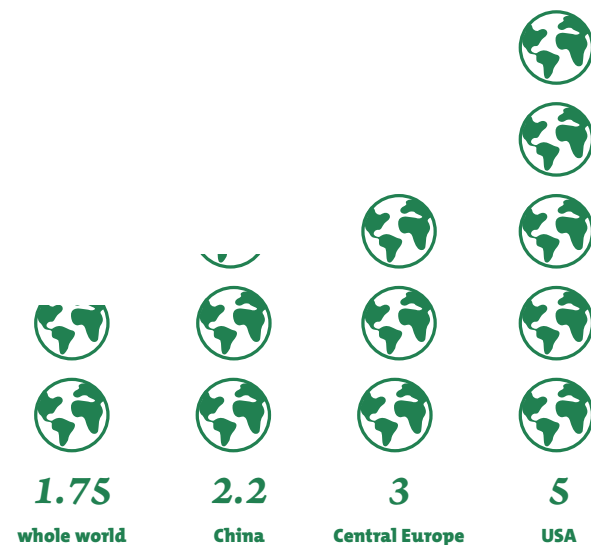


# 1 Acting for future generations

“It should not happen that more trees are felled than grow,” it was with these words that the German forester Carl von Carlowitz (1645–1714) gave birth to the idea of sustainability. Sustainability means dealing responsibly with the earth and its resources – so that our grandchildren will still find a world worth living in. However, with our current lifestyle this is not possible.

We would require 1.75 earths with our current lifestyle. If everyone lived exactly as we do in Central Europe, it would even take about three earths to cover our resource needs.

Acting sustainably means taking responsibility for people and society. For us as a company, sustainability also means placing the long-term stability and further development of ADLER above short-term economic success.



© SOURCE: Global Footprint Network, National Footprint Accounts 2019

*Carl von Carlowitz*

*“It should not happen  
that more trees are felled  
than grow.”*





## *For ADLER sustainability means ...*

*acting innovatively*

*protecting the environment  
and resources*

*being the employer of choice  
for our employees*

*conducting our business in  
a responsible manner*

*creating long-term added  
value for our customers,  
employees and society*





For many years, ADLER has rightly been considered a pioneer in the field of environmentally friendly paint production. This pronounced environmental awareness forms the basis for a comprehensive sustainability philosophy that we have anchored as a core component of our corporate strategy today.

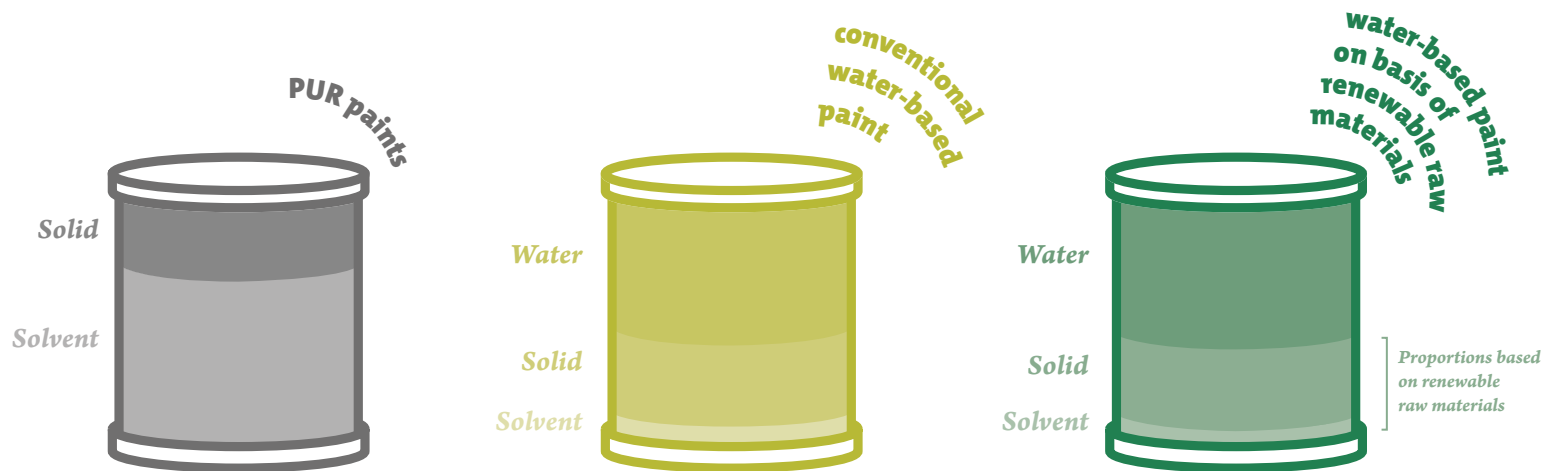
The UN's Sustainable Development Goals (SDGs) form the basis of our sustainability philosophy. The Sustainable Development Goals set globally uniform standards for priorities and goals for sustainable development until the year 2030 and provide impetus for measures in different areas of sustainability. Among the 17 SDGs, we have defined those that are at the forefront of ADLER's corporate actions.

For our sustainable products, the SDGs Responsible Consumption and Production, Climate Action and Good Health and Well-Being are particularly important. You can find out what we mean by these in the following chapters.



***Sustainability is a continuous development process. That is why we regularly set ourselves ambitious goals: For even better offers with regard to our employees, for further development of our production methods or for the expansion of our range of environmentally friendly products, with which we accompany our customers on their own path to more sustainability. Because every single customer can contribute to a more sustainable future through their purchasing behaviour and keep their own ecological footprint as small as possible. Like by buying environmentally friendly products or by recycling properly.***

## Acting for future generations by means of careful use of resources & raw materials

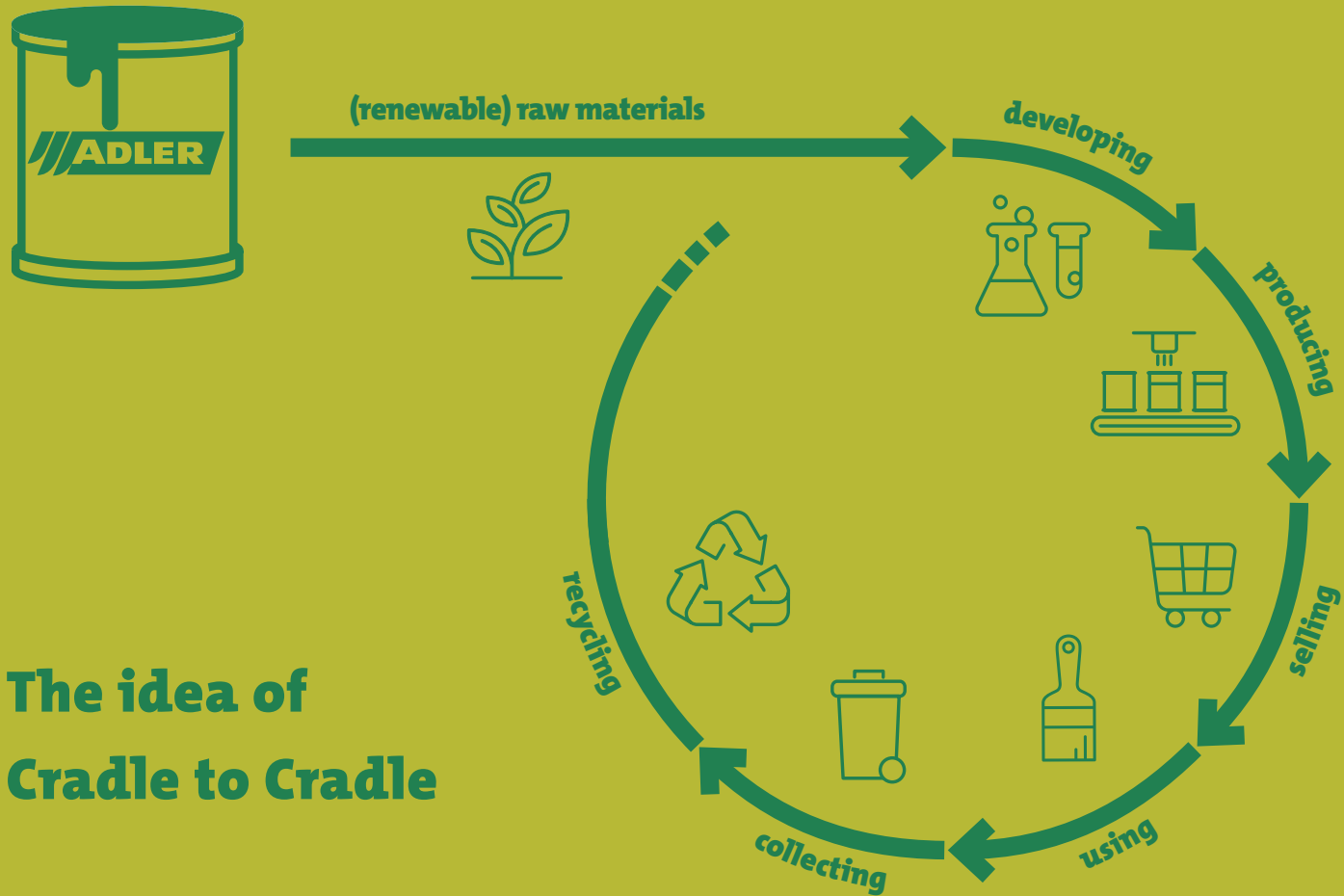


The concept of sustainability and the careful use of resources has become increasingly important, particularly in the construction and real estate sectors. After all, this industry consumes large amounts of energy and raw materials for construction projects, which sometimes have a major impact on the environment. Thus, sustainable building products are a key factor for acting with a thought to future generations.

*ADLER also pays attention to a sustainable product life cycle for its green products. ADLER's sustainable products are largely made of natural materials, such as water and renewable raw materials. For example, vegetable oils or by-products from the agricultural industry are used as binding agents instead of petroleum. In addition, ADLER tries to source raw materials from Europe whenever possible. On top of sourcing, manufacturing and production, ADLER also pays attention to sustainable practices when it comes to disposal – for example, around 25 % of total production is delivered in reusable containers to avoid unnecessary waste. It is therefore no wonder that numerous ADLER products have been awarded high-quality environmental and sustainability certificates, such as the Austrian Eco-label or the Cradle to Cradle seal of quality.*







From cradle to cradle: this approach to design encompasses products that are manufactured in such a way that their end is considered right from the beginning. The complete product cycle is considered from the beginning in order to avoid waste in the first place. The material used can be recycled after use. This reduces the amount of waste and saves valuable resources.

Products are designed for a potentially infinite circular economy. In practice, this means that a discarded piece of furniture or wooden structural element, for example, does not end up in the rubbish, but is recycled according to the principle of cascade use – for chipboard or insulation material, for example. Waste thus becomes a raw material again! ADLER's long-term goal is for the coating material to also provide an additional benefit through this process of recycling, for example as an adhesive or in colouring.

**Certificate for sustainable circular economy**  
**Environmentally friendly & climate-neutral production**  
**Use of safe & sustainable raw materials**



*The aim is to consume in a way that creates a natural cycle of give and take. At ADLER, we are passionate about aligning production so that it has a positive impact on society, the economy and our planet.*

## Acting for future generations by means of effective climate and environmental protection

We are confronted with the topic of climate change on an almost daily basis in the media. Currently, we are faced with global warming – which is further accelerated by our lifestyle. However, the results of a report by the Intergovernmental Panel on Climate Change (IPCC) are positive because, according to this report, it is not too late to limit warming and the associated risks (Global 2000). Extreme events such as rising sea levels, receding Arctic sea ice and increasing heat waves are already noticeable and should be an alarm signal.

*Our contribution to climate protection: As early as the 1970s, ADLER was one of the first paint manufacturers to recognise the potential of water-based paints for a positive ecological balance and a sustainable coating process. Compared to solvent-based paints, water-based paints have a significantly lower content of volatile organic compounds (VOC). VOCs have a very harmful effect on the environment. By replacing organic solvents with water, the environmental impact is reduced by approx. 90 %. ADLER has ushered in a new era with the inauguration of Europe's most modern water-based paint factory in 2019. With this investment, the company is sending a clear signal of its water-based paint strategy and a sustainable future. In addition, ADLER is one of the first companies in its industry to operate on a 100 % climate-neutral basis.*



## **Acting for future generations by avoiding hazardous substances**

By generally avoiding toxic or carcinogenic, mutagenic and reprotoxic raw materials, our paint materials meet essential criteria for a healthy living environment. Many ADLER coatings are formulated to meet the requirements of the Austrian Eco-label, the German Sustainable Building Council (DGNB), LEED, etc.

## 2 Sustainability label green







**Under the green sustainability label, you will find the most sustainable coatings in ADLER's product range. In doing so, ADLER relies on the UN's Sustainable Development Goals, which ADLER has defined as the basis for its responsible actions. All products are objectively tested and certified according to three categories: Environment, Health & Safety and Service life. Only products that score positively in all these areas are awarded the green sustainability label.**

The ADLER laboratory closely examines the products based on various criteria and evaluates them according to strict guidelines. The standards that ADLER applies to its own products are sometimes stricter than those of well-known eco-labels.





## Environment

*What impact do  
ADLER's products have  
on the environment?*



## Health & Safety

*How do ADLER products  
affect people's health  
during and after use?*



## Service life

*How does the coating affect the service life  
of the treated surfaces? Because long-lasting  
products are sustainable products!*

*Our test criteria*

| Durability and elasticity                                             | Resistance to weather, light, chemical and/or mechanical influences | Colour stability and chalking            | Maintenance, wet abrasion and reparability     | Yield or covering capacity                             | Serviceability and processing efficiency                        | ADLER ADVANTAGES                                               |                                                 |                                                  |                                                             |                                                 |                                                          |
|-----------------------------------------------------------------------|---------------------------------------------------------------------|------------------------------------------|------------------------------------------------|--------------------------------------------------------|-----------------------------------------------------------------|----------------------------------------------------------------|-------------------------------------------------|--------------------------------------------------|-------------------------------------------------------------|-------------------------------------------------|----------------------------------------------------------|
|                                                                       |                                                                     |                                          |                                                |                                                        |                                                                 | Proportion of renewable raw materials                          | VOC content                                     | Global warming potential or ecological footprint | Without the addition of aromatic compounds and heavy metals | No environmentally hazardous substances         | Impact on health through reduced environmental pollution |
| <p>Without the addition of carcinogenic and allergenic substances</p> | <p>Without the addition of synthetic nanomaterials</p>              | <p>Free of plasticisers (Phthalates)</p> | <p>No raw materials that may damage organs</p> | <p>No sensitising and skin-corrosive raw materials</p> | <p>Impact on health through reduced environmental pollution</p> | ADLER ADVANTAGES                                               |                                                 |                                                  |                                                             |                                                 |                                                          |
|                                                                       |                                                                     |                                          |                                                |                                                        |                                                                 | Without the addition of carcinogenic and allergenic substances | Without the addition of synthetic nanomaterials | Free of plasticisers (Phthalates)                | No raw materials that may damage organs                     | No sensitising and skin-corrosive raw materials | Impact on health through reduced environmental pollution |



*A real  
sustainability  
label for forward-  
looking coatings*





## **green** *stands for ...*

→ ***active contribution to climate protection***

- through the use of renewable instead of fossil raw materials
- through the reduction of CO<sub>2</sub> and VOC emissions

→ ***100 % CO<sub>2</sub>-neutral production***

→ ***lower resource consumption***

→ ***raw materials sourced mainly from Europe***

→ ***high proportion of renewable raw materials***

→ ***promoting biodiversity***

- ADLER relies on raw materials that do not harm insects like bees and promote the diversity of nature (no cultivation of monocultures)

→ ***low-emission products, especially water-based products***

→ ***reduced pollutants and healthier living climate***

- products under the label are free of formaldehyde and heavy metals,
- do not contain carcinogenic substances and
- are perspiration- and saliva-resistant (DIN 53160) & tested for toys (EN 71-3).

→ ***high quality performance and product safety due to long durability, resistance etc.***

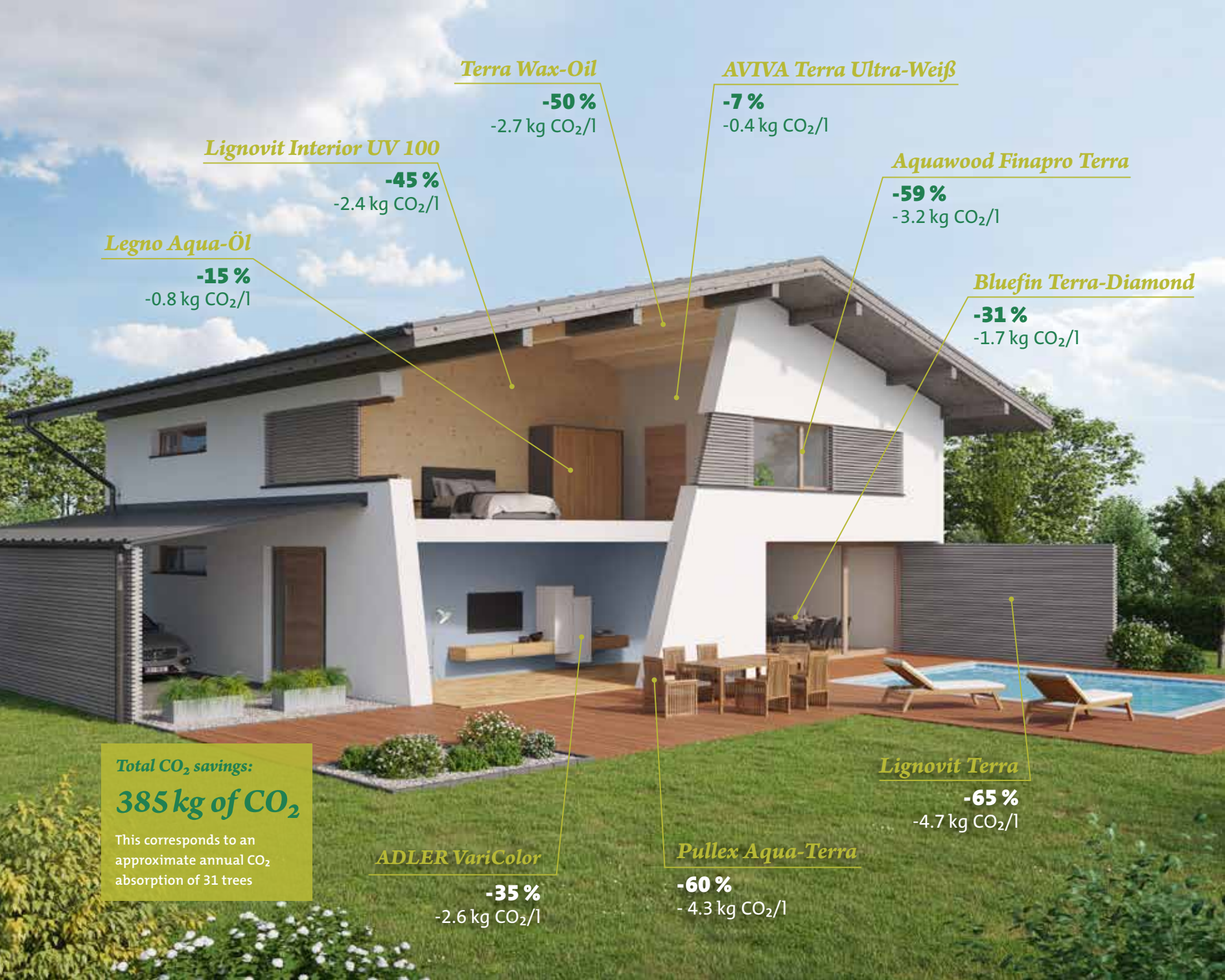
# 3 Our green highlights



Our top products for more sustainability and responsible action are not only marked with the ADLER green label, but most of them are also Cradle to Cradle certified.

In addition to these selected products, there are many other ADLER products that have made it into our sustainable green range. Find out more about our other green products on our website or in our product brochures.

## Sustainable building: How much CO<sub>2</sub> can be saved when using our top green products?



### Terra Wax-Oil

**-50 %**  
-2.7 kg CO<sub>2</sub>/l

### AVIVA Terra Ultra-Weiß

**-7 %**  
-0.4 kg CO<sub>2</sub>/l

### Lignovit Interior UV 100

**-45 %**  
-2.4 kg CO<sub>2</sub>/l

### Aquawood Finapro Terra

**-59 %**  
-3.2 kg CO<sub>2</sub>/l

### Legno Aqua-Öl

**-15 %**  
-0.8 kg CO<sub>2</sub>/l

### Bluefin Terra-Diamond

**-31 %**  
-1.7 kg CO<sub>2</sub>/l

### Lignovit Terra

**-65 %**  
-4.7 kg CO<sub>2</sub>/l

### ADLER VariColor

**-35 %**  
-2.6 kg CO<sub>2</sub>/l

### Pullex Aqua-Terra

**-60 %**  
- 4.3 kg CO<sub>2</sub>/l

Total CO<sub>2</sub> savings:

**385 kg of CO<sub>2</sub>**

This corresponds to an  
approximate annual CO<sub>2</sub>  
absorption of 31 trees

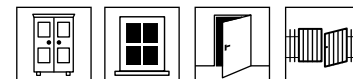


## Bluefin Unistar

- 0% VOC content
- can be used as either a single or a two-component product
- can be applied using the “varnish on varnish” process
- fast drying and stackable after only a short time
- outstanding filling performance and transparency
- excellent grain accentuation
- can be used on many different types of wood
- excellent durability
- tested for use on children’s toys (EN 71-3), resistant to sweat & saliva (DIN 53160)
- declared in baubook
- Cradle to Cradle Certified® silver certification



### AREAS OF APPLICATION



**Article no.** 2965000105

**Container** 4l, 22l, 120l

**Application** spraying



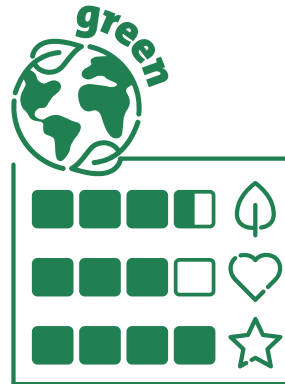
**baubook** declared and validated product





# Bluefin Terra-Diamond

- water-based 2C furniture varnish made from 85 % renewable and natural raw materials (VOC content below 6%)
- furniture coated with Bluefin Terra-Diamond fulfils the criteria for the Austrian Eco-label RAL-UZ 06
- listed on Baubook, meets the criteria of ecological housing construction
- free of plasticisers and formaldehydes
- tested for use on children's toys (EN 71-3), resistant to sweat & saliva (DIN 53160)
- healthy living climate & active health protection
- excellent surface protection (DIN 68861/1B)
- complete cream and grease resistance
- Cradle to Cradle Certified® silver certification



## AREAS OF APPLICATION



**Article no.** 2962000105  
**Container** 4 kg, 20 kg  
**Degree of gloss** G5  
**Hardener** Aqua-Hardener 8451  
**Application** spraying

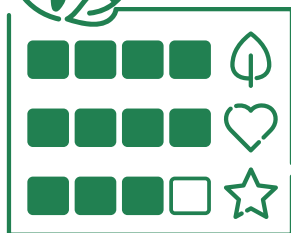


**baubook** declared and validated product



## Legno Aqua-Öl

- water-based, ecological wood oil based on renewable raw materials
- Cradle to Cradle Certified® silver certification
- tested for use on children's toys (EN 71-3),  
resistant to sweat & saliva (DIN 53160)
- without the addition of solvents and plasticisers
- matt, natural-looking surface with low grain accentuation
- fine feel
- quick drying and good surface protection
- touching up as required with Legno Aqua-Öl



### AREAS OF APPLICATION



**Article no.** 7030000200 ff  
**Container** 750 ml, 2.5 l, 22 l  
**Application** spraying, painting



## AVIVA Terra Ultra-Weiß

- highly opaque, breathable, water-based interior wall paint for streak-free coating of interior surfaces
- high quality: very good coverage and yield
- Cradle to Cradle Certified® silver certification
- awarded the Austrian Eco-label
- very easy to work with
- free from preservatives and plasticisers
- environmentally friendly packaging made from recycled materials
- declared in baubook



### AREAS OF APPLICATION



**Article no.** 4024050063  
**Container** 1l, 3l, 9l, 15l  
**Application** painting, rolling, spraying



**baubook** declared and validated product

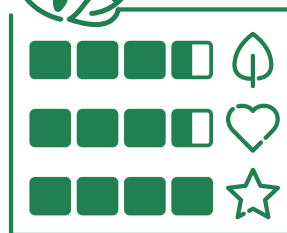


**Covering capacity**  
*H<sub>10</sub> class 1 (at 8 m<sup>2</sup>/l)*  
**Wet abrasion**  
*R class 1*  
**Degree of gloss**  
*G4 dull matt*

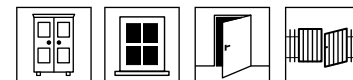


## ADLER VariColor

- water-based primer and topcoat for inside and outside
- very good all-round properties
- outstanding weathering resistance and permanent elasticity
- very good insulating effect against substances in the wood, good rust protection effect, block-resistant, non-yellowing
- heat-resistant up to approx. 100°C
- low-odour and environmentally friendly
- tested for use on children's toys (EN 71-3), resistant to sweat & saliva (DIN 53160)
- listed on Baubook, meets the criteria of ecological housing construction
- Cradle to Cradle Certified™ Bronze certified



### AREAS OF APPLICATION



**Article no.** 41201 ff

**Container** 125 ml, 375 ml,  
750 ml, 2.5l, 10l\*

**Application** painting, rolling, spraying



**baubook** declared and validated product



**Color4You**

\*Not every colour is available in all container sizes.



# Terra Wax-Oil

- ecological wood oil based on renewable raw materials for interior use
- results in a noble, velvety and waxy look
- guarantees a waterproof surface
- without the addition of solvents, plasticisers and chemical components
- Cradle to Cradle Certified® silver certification
- 100 % CO<sub>2</sub>-free production
- tested for use on children's toys (EN 71-3), resistant to sweat & saliva (DIN 53160)
- listed on Baubook, meets the criteria of ecological housing construction



## AREAS OF APPLICATION



**Article no.** 7036000200 ff  
**Farblos** (Colourless), tintable  
**Container** 375 ml, 750 ml, 2.5l, 10l  
**Application** painting, spraying



**baubook**  declared and validated product



**Color4You** 



## Lignovit Interior UV 100

- water-based, thin-layer wood stain for interior use
- special light stabilisers are used to absorb UV radiation to prevent wood yellowing
- natural appearance, especially of softwoods, remains permanently preserved
- odourless
- for a permanently fresh and natural look
- awarded the Austrian Eco-label
- listed on Baubook, meets the criteria of ecological housing construction



### AREAS OF APPLICATION



### Colours

|                      |               |
|----------------------|---------------|
| colourless, tintable | 5314000220    |
| Tanne                | 5314053960 ff |
| Mont Blanc           | 5314053956 ff |
| Großglockner         | 5314053961 ff |
| Zugspitz             | 5314053962 ff |

**Container** 4l, 18l  
**Application** painting, spraying, Vacumat



**baubook**

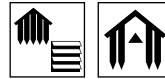
declared  
and validated  
product



# Lignovit Terra

- water-based, ecological wood oil based on renewable raw materials for indoors and outdoors
- Cradle to Cradle Certified® silver certification
- without the addition of solvents, plasticisers and formaldehyde
- breathable
- healthy indoor climate thanks to natural oils
- without chemical wood protection
- long durability and good water protection
- tested for use on children's toys (EN 71-3), resistant to sweat & saliva (DIN 53160)
- pleasant, velvety feel
- listed on Baubook, meets the criteria of ecological housing construction

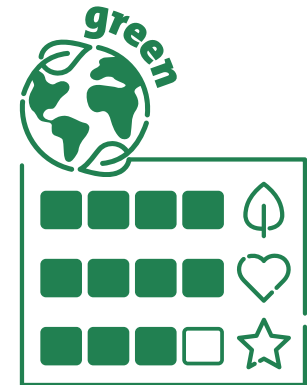
## AREAS OF APPLICATION



**Article no.** 53010  
**Container** 41, 221  
**Application** painting



**baubook** ✓ declared and validated product







## Pullex Aqua-Terra

- ecological wood oil based on renewable raw materials for indoors and outdoors
- contains no active substances of chemical wood and film preservatives, no solvents and plasticisers
- Cradle to Cradle Certified® silver certification
- natural, matt surfaces and pleasant feel
- very good weathering protection and long durability
- listed on Baubook, meets the criteria of ecological housing construction
- tested for use on children's toys (EN 71-3), resistant to sweat & saliva (DIN 53160)

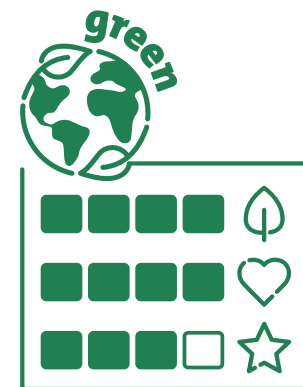


Color4You

### AREAS OF APPLICATION



**Article no.** 5347000030 ff  
**Container** 750 ml, 2.5 l  
**Application** painting





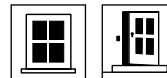


## Aquawood Natureffekt

- water-based, dull matt surface finishing for wood and aluminium windows and front doors
- protective UV filters preserve the natural condition of the wood
- matt and elegant
- increased mechanical durability
- high block resistance and chemical resistance
- Cradle to Cradle Certified™ Bronze certified



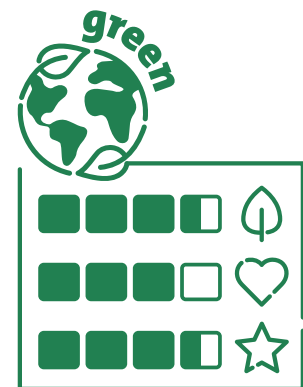
### AREAS OF APPLICATION



#### Colours

|           |            |
|-----------|------------|
| Farblos   | 5127000201 |
| Stockholm | 5127053788 |
| Berlin    | 5127053789 |
| London    | 5127053790 |
| Paris     | 5127053791 |
| Lissabon  | 5127053792 |
| Barcelona | 5127053793 |

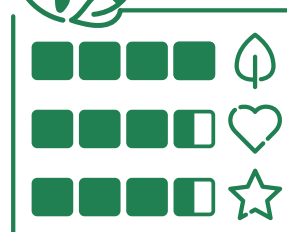
**Container Application** 5 kg, 25 kg spraying





## Aquawood Finapro Terra

- maximum sustainability with more than 80 % natural ingredients
- sustainable topcoat, resistant to scratches and weathering, suitable for interior and exterior use
- pleasant, velvety feel and a true-to-nature look
- highly transparent with maximum UV protection and outstanding resistance to weathering
- very good capacity to withstand mechanical stress
- tested for use on children's toys (EN 71-3), resistant to sweat & saliva (DIN 53160)
- declared in baubook



### AREAS OF APPLICATION



**Article no.** 2965000105  
**Container** 41, 221, 1201  
**Application** spraying



**baubook** declared and validated product

*more green*

***Discover many more  
ADLER green products  
in our numerous  
product brochures or  
on our website!  
Easy to recognise  
thanks to our green  
sustainability label.***



[www.adler-coatings.com/green](http://www.adler-coatings.com/green)





Printed according to the guidelines of the  
Österreichischen Umweltzeichens (Austrian Eco-label)  
"Druckerzeugnisse" (Printed products),  
Sterndruck GmbH, Nr. UW 1017



MIX

Papier aus verantwortungsvollen Quellen  
Paper from responsible sources

FSC® C111161

**PUBLICATION DETAILS:**

ADLER-Werk Lackfabrik Johann Berghofer GmbH & Co KG | Bergwerkstraße 22 | 6130 Schwaz  
Tel. +43 5242 6922-0 | Fax +43 5242 6922-999 | [info@adler-lacke.com](mailto:info@adler-lacke.com) | [www.adler-lacke.com](http://www.adler-lacke.com)

898100070301 | 04-2024





